The Power of Global Collaboration

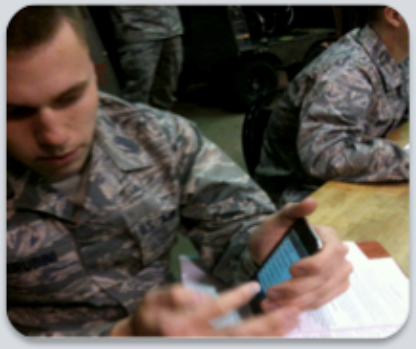
Defense | Government | Industry | Academia

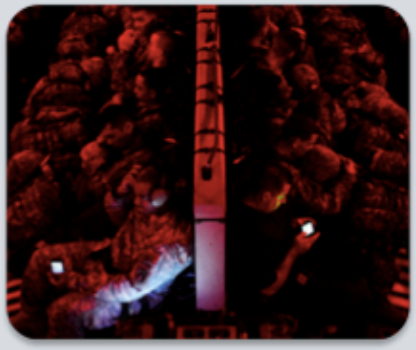
Successful Strategies for Mobile Course Conversions: Lessons from the Field

4 August 2011

Judy Brown and Jason Haag

ADL Mobile Team Focus





Vision

- To be the source of information and support for DoD mobile learning initiatives.

Knowledge

- Track initiatives and share
- Remain current and provide weekly newsletter
- Deliver presentations
- Collect use cases

Deliverables

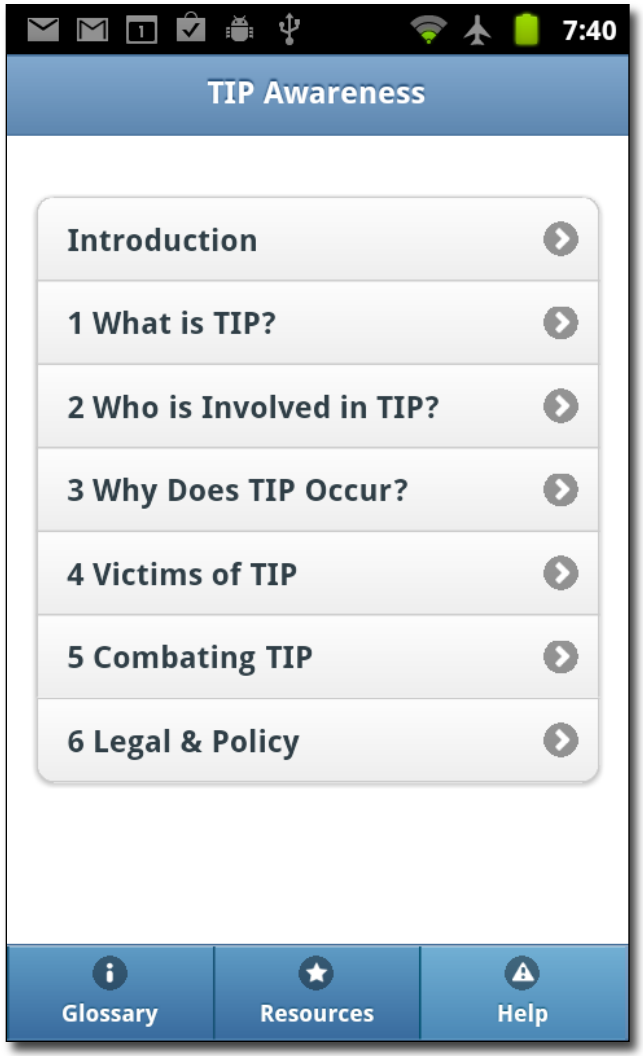
- Develop samples
- Identify tools
- Conduct workshops and webinars
- Write papers
- Facilitate working group

Research

- Collect literature and review
- Share best practices
- Support BAAs

Let's Look At...

- Problem
- Conversion
- Lessons Learned
- Vendor Solutions
- Next Steps
- Discussion



What is TIP?

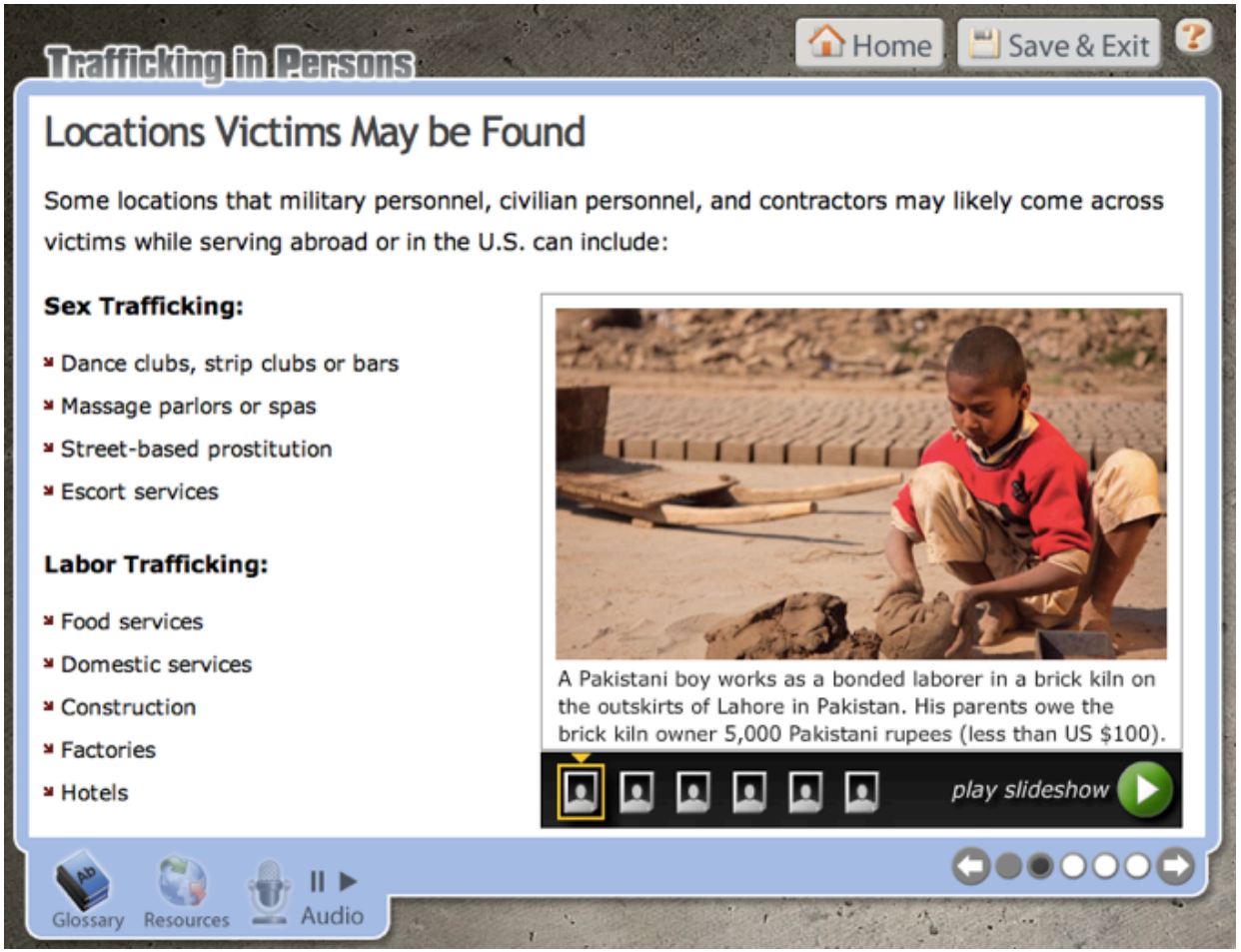
- Trafficking in Persons (TIP) is a general awareness course mandated by DoD Instruction 2200.01 Combating Trafficking in Persons
  - Commercial sex trade industry
  - Labor trafficking
- DoD is committed to curtailing the demand for victims of human trafficking.
  - Chargeable offense for service members under Article 134 of the Uniform Code of Military Justice

Background

- Online e-learning course since 2005
- Mandatory for ALL DoD
- ~60% completion
- Online course created by Academic ADL Co-Lab

Desktop Online Version

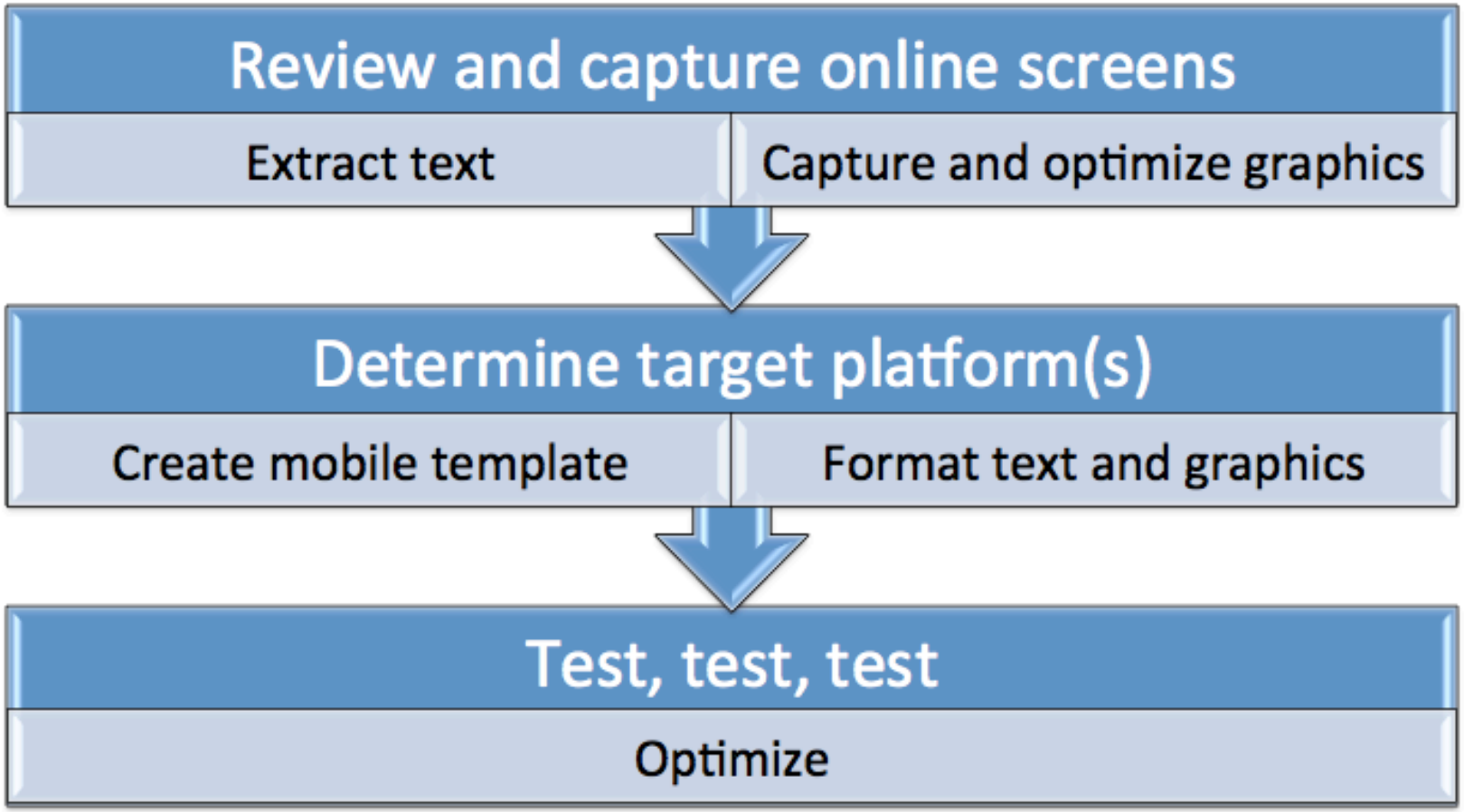
- HTML and Flash
- Intro plus 6 modules
- Pre-test
- Check your knowledge
- Post-test
- Glossary
- Resource links
- SCORM®



Mobile TIP Decisions

- Platform(s) supported - detection
- Overall UI
- Template design
- Screen content size
- Progressive enhancement
- Graphics (size and learning value)
- Interactions and animations
- Tests and quizzes
- Time per module

Process


Review and capture online screens
Extract text
Capture and optimize graphics
Determine target platform(s)
Create mobile template
Format text and graphics
Test, test, test
Optimize

Tools Used

- HTML editor
- Graphics editor
- jQuery Mobile Framework
- Books
  - “Programming the Mobile Web”, Maximiliano Firtman
  - “Mobile Design and Development”, Brian Fling
  - “HTML5: Up and Running”, Mark Pilgrim

Phase I

- Phase I Conversion: 30-40 hour effort
- Video can be played or downloaded on any mobile device
- Can also run as Mobile Web App (iPhone)
- Content renders consistently on all mobile devices

http://tip.adlnet.mobi/menu.html

Results

Carrier
12:01 AM
TIP Introduction
Scope of the Problem
National Scope
It is estimated:
14,500 - 17,500 TIP victims trafficked into U.S. annually
100,000 American children are victims of prostitution annually
Source: U.S. State Department, National Center for Missing and Exploited Children
Previous | Next

T··Mobile·
11:38 PM
TIP Introduction
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It is estimated:
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Previous | Next
MENU

BlackBerry
Vodafone
TIP Introduction
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Previous | Next

Lessons Learned

- Progressive enhancement is a best practice necessary to support low end mobile devices
- Each device and browser-specific interfaces presents challenges for providing a consistent experience
- Device and browser detection is necessary for addressing device specific interface features and browsers (e.g. Add to Home Screen on iPhone)
- Full screen mode (hide address bar) is consistently supported on most devices
- Some device & browser default settings must be configured
- Device detection is necessary for delivering video
- .png should be your preferred format (not .gif)
- Flash animations are not supported so alternative slides shows were created using static images

Module 1 TIP Initiative

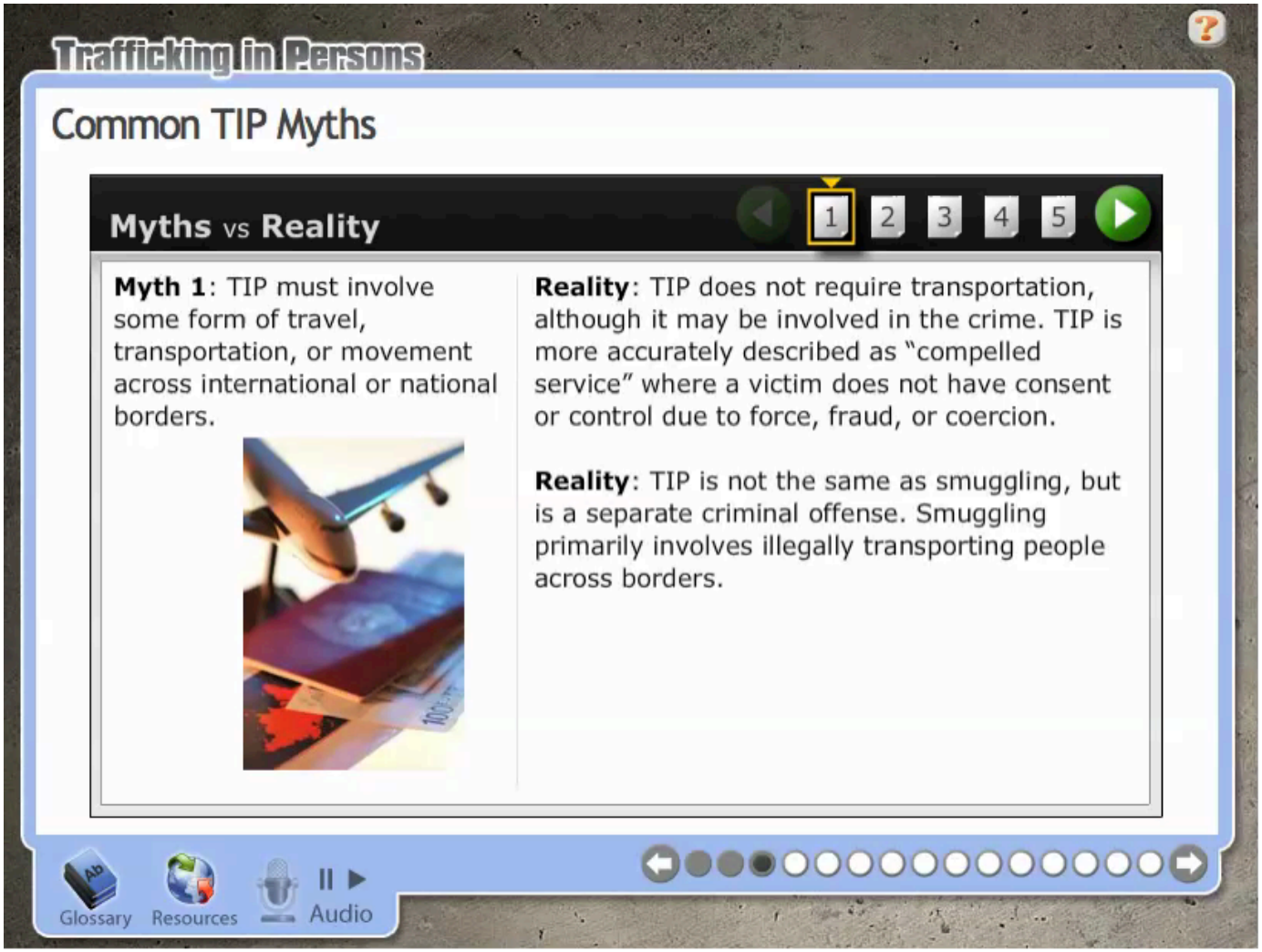
- To see additional possibilities, ADL worked with vendors who used their tools to develop Module 1 prototype

- Achieve Labs Inc.
- eXact learning solutions N.A. Inc.
- Intuition Publishing Inc.
- OnPoint Digital
- OutStart
- Trivantis
- D2 TEAM-Sim
- Questionmark
- Problem Solutions
- MentorMate iQpakk
- ReadyGo
- Rapid Intake
- Desire2Learn

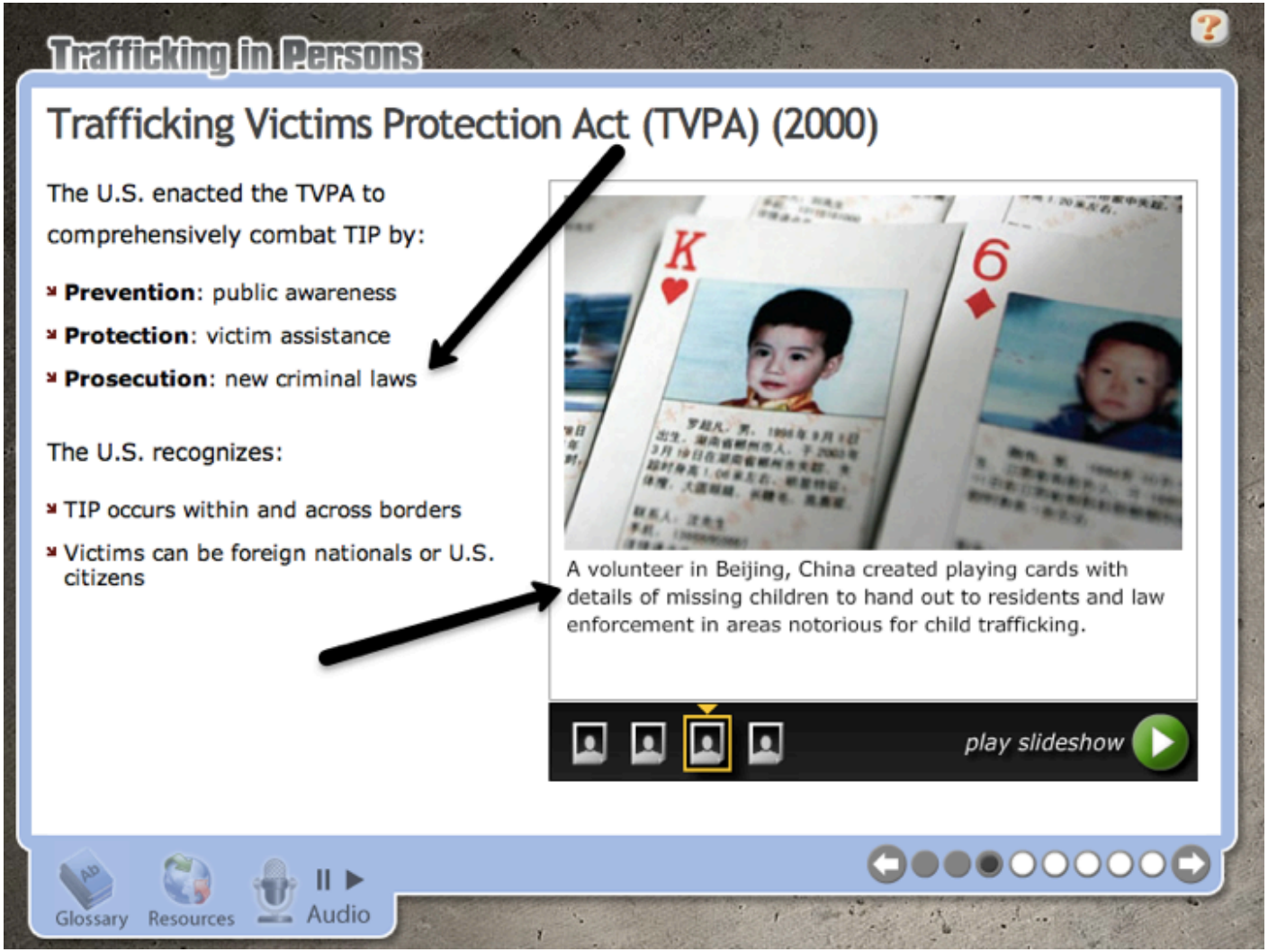
Issues to Address

- Slide shows
- Animated bullets
- Videos
- Other animations

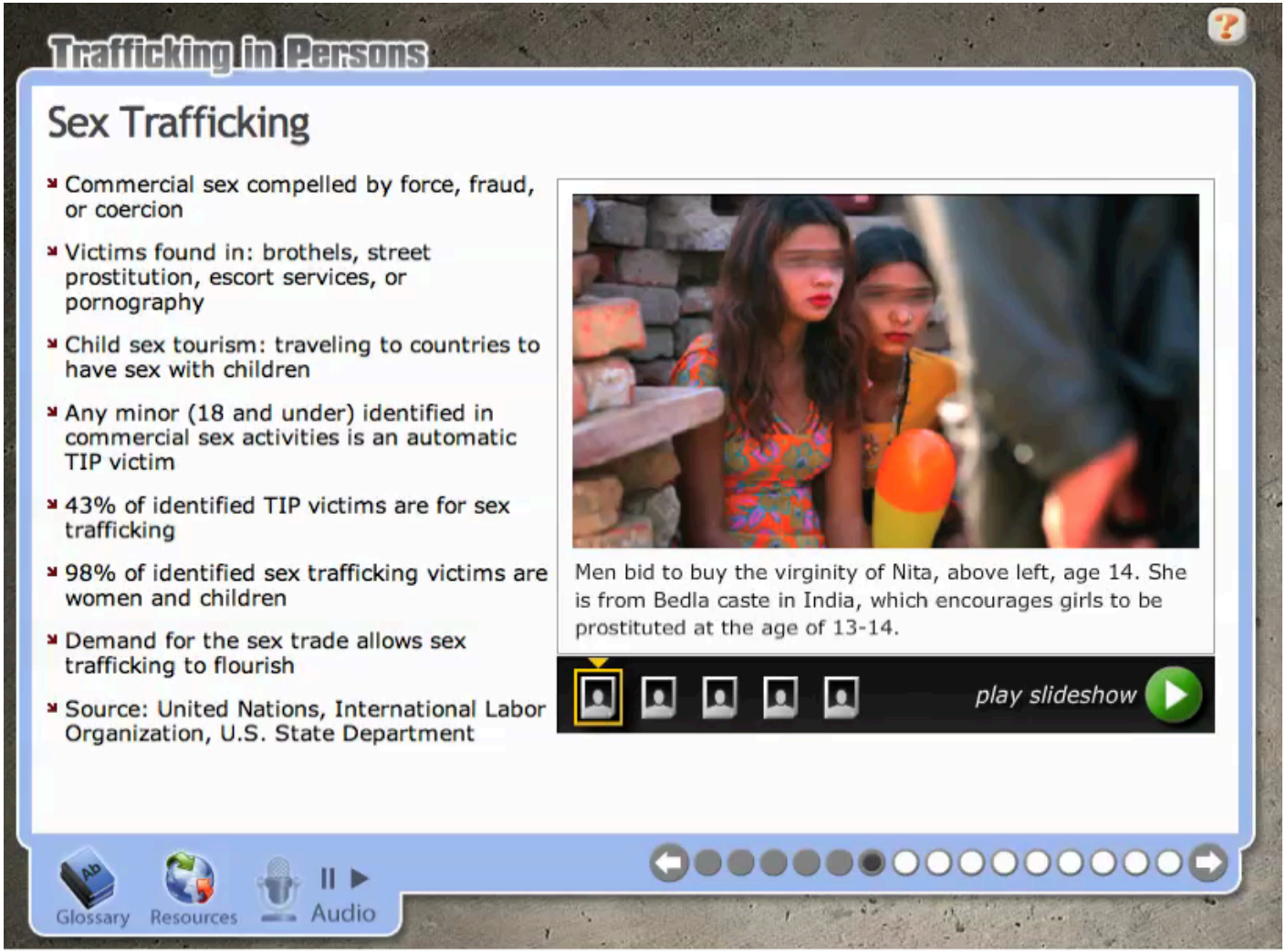
Slide Shows


Trafficking in Persons
Common TIP Myths
Myths vs Reality
1
2
3
4
5
Myth 1: TIP must involve some form of travel, transportation, or movement across international or national borders.
Reality: TIP does not require transportation, although it may be involved in the crime. TIP is more accurately described as "compelled service" where a victim does not have consent or control due to force, fraud, or coercion.
Reality: TIP is not the same as smuggling, but is a separate criminal offense. Smuggling primarily involves illegally transporting people across borders.
Glossary
Resources
Audio

Info plus Captions



Slide Shows - Captions



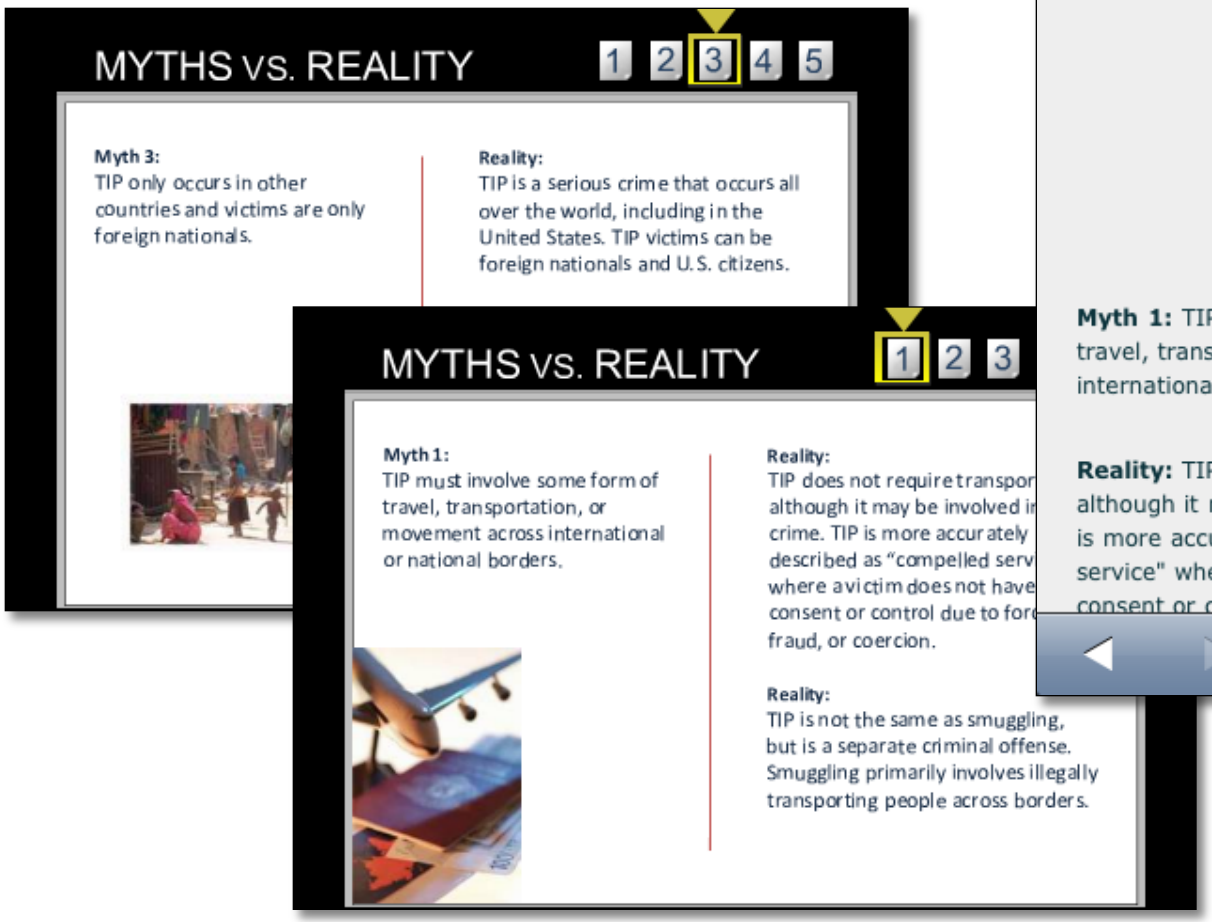
Slide Shows

Trivantis

LearnCast

eXact mobile

Slide Shows (cont.)

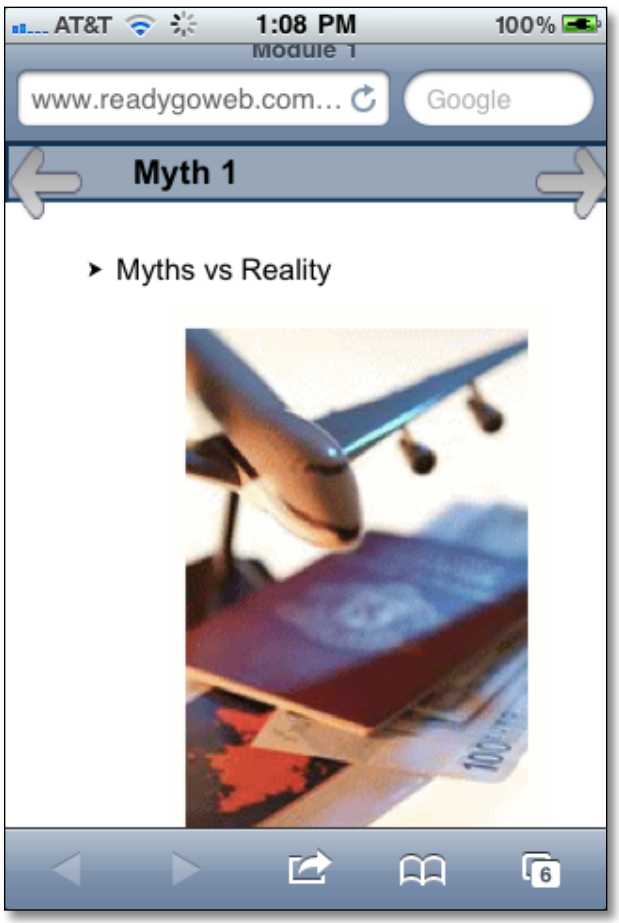


OnPoint CellCast

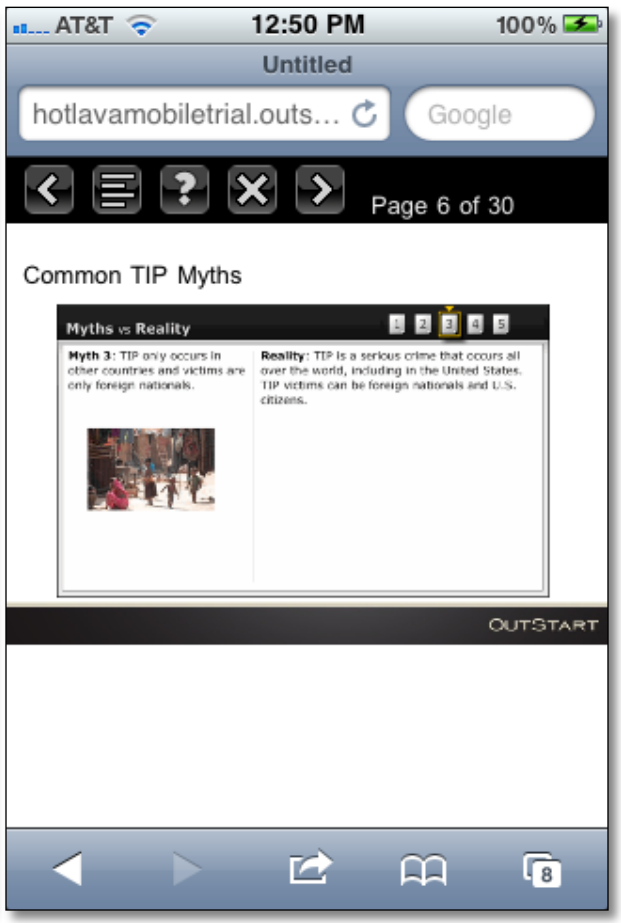
Rapid Intake

Slide Shows (cont.)

Desire2Learn

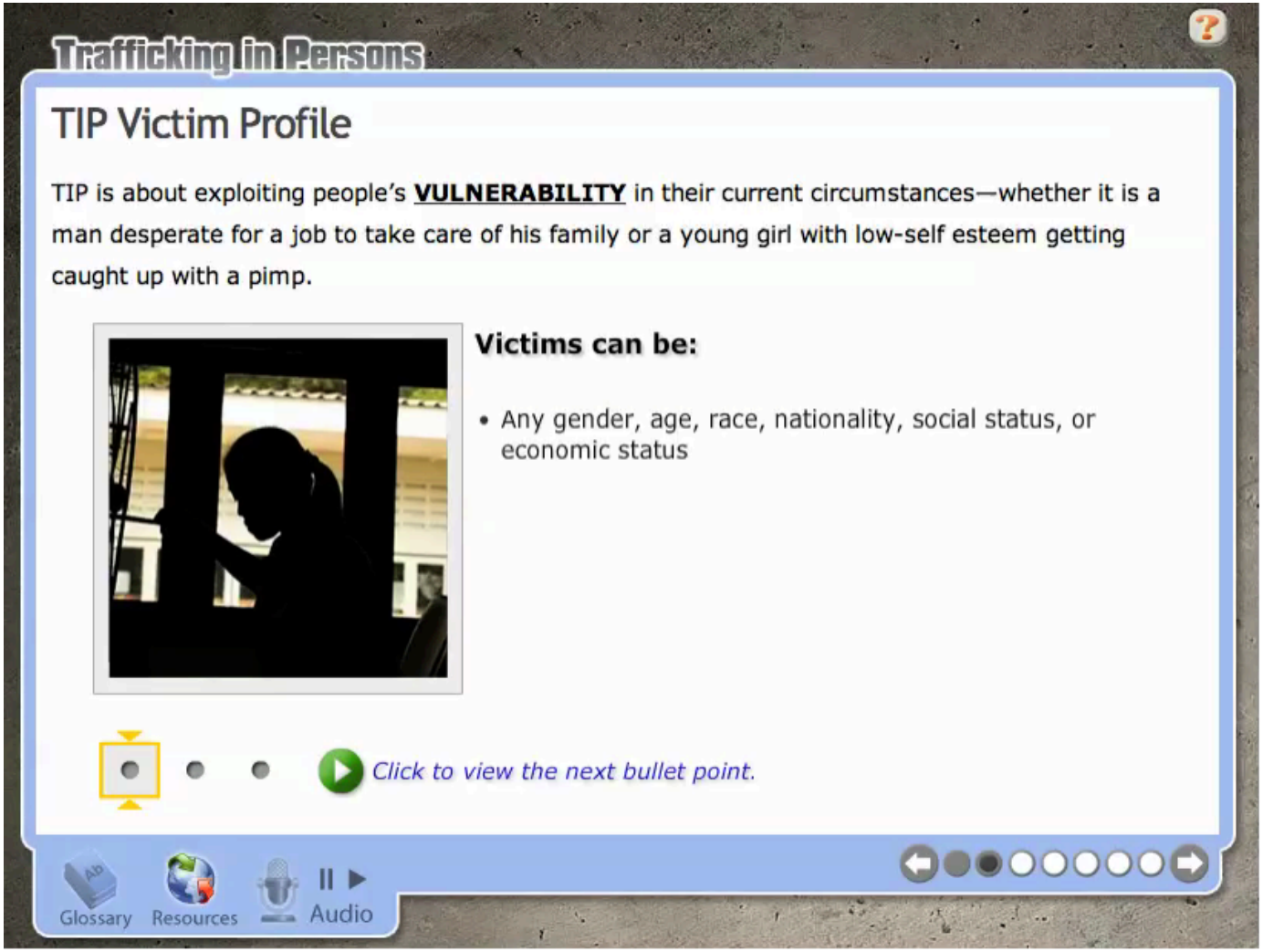


ReadyGo



OutStart

Animated Bullets

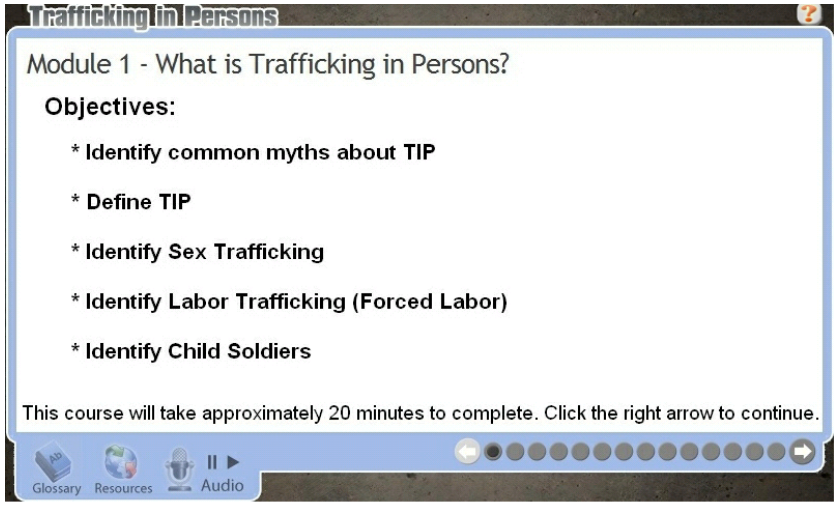


Stories

Trafficking in Persons
Sex Trafficking Victim's Stories
Click a to reveal a story.
Europe
Asia
Africa
Glossary
Resources
Audio

D2 TEAM-Sim

Trafficking in Persons
Labor Trafficking Victim's Stories
Destination Country
Source Country
Asia
Keni, Indonesia-Gulf
Keni binti Carda, 28, left Indonesia to work as a domestic worker in a Gulf state. The woman who employed Keni allegedly burned her repeatedly with an iron, forced her to ingest feces, abused her psychologically, and applied household cleaners to Keni's open wounds. She poked Keni's tongue with a knife, pried her teeth loose and forced them down her throat, beat her own children when they tried to protest, and threatened to kill Keni if she tried to escape. Keni's employer made her work extremely long hours every day, locked her inside the house, and sent Keni back to Indonesia before she could seek help from the authorities.
Glossary
Resources
Audio

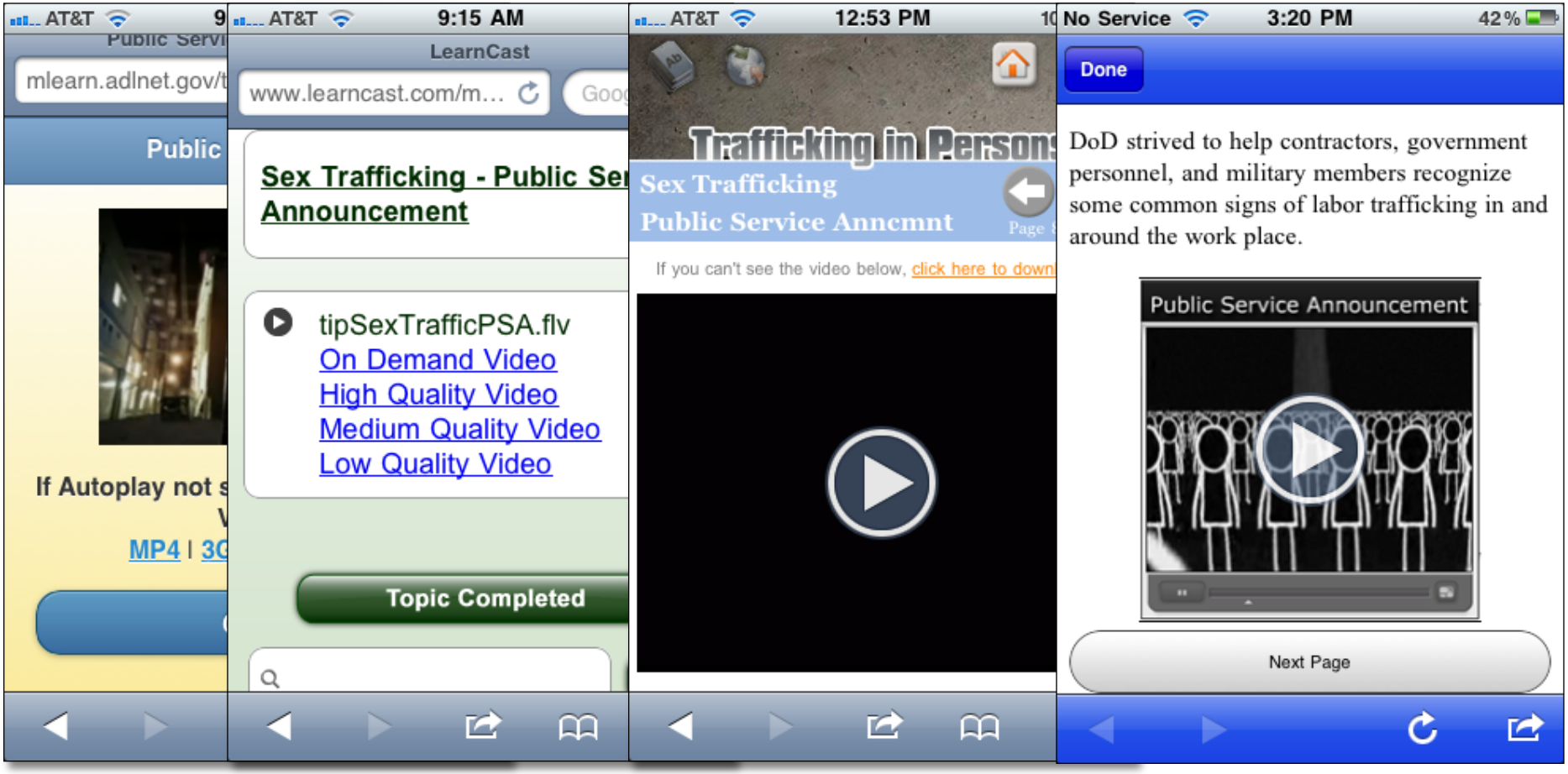

Trafficking in Persons
Module 1 - What is Trafficking in Persons?
Objectives:
* Identify common myths about TIP
* Define TIP
* Identify Sex Trafficking
* Identify Labor Trafficking (Forced Labor)
* Identify Child Soldiers
This course will take approximately 20 minutes to complete. Click the right arrow to continue.
Glossary
Resources
Audio

Trafficking in Persons
Common TIP Myths
Myths vs Reality
1 2 3 4 5
Myth 1: TIP must involve some form of travel, transportation, or movement across international or national borders.
Reality: TIP does not require transportation, although it may be involved in the crime. TIP is more accurately described as "compelled service" where a victim does not have consent or control due to force, fraud, or coercion.
Reality: TIP is not the same as smuggling, but is a separate criminal offense. Smuggling primarily involves illegally transporting people across borders.
Glossary
Resources
Audio

Videos

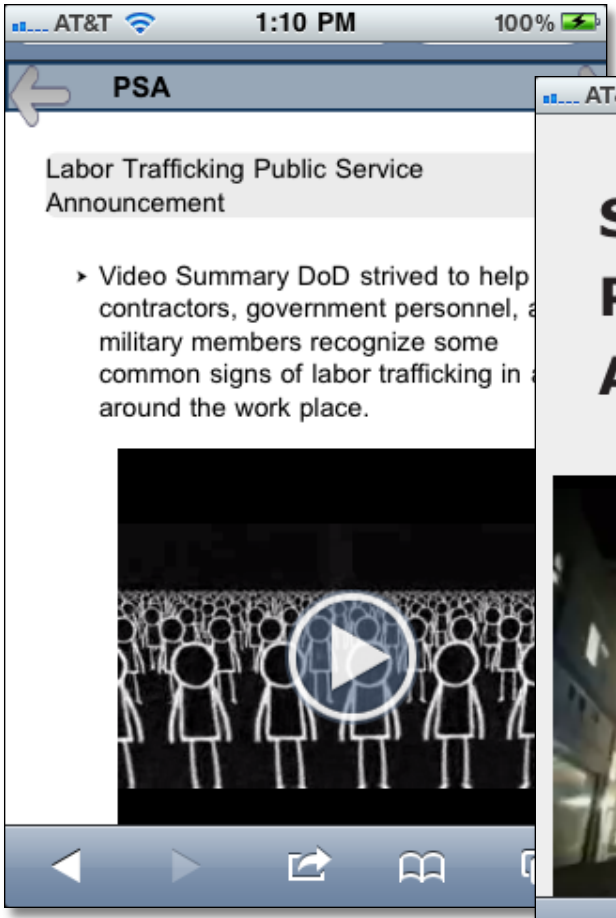
Trafficking in Persons
Sex Trafficking Public Service Announcement
Public Service Announcement
Video Summary
DoD has a zero tolerance policy for prostitution. Evidence shows that prostitution is inherently harmful and dehumanizing, and fuels trafficking in persons, a form of modern-day slavery.
Glossary
Resources
Audio

Video Solutions

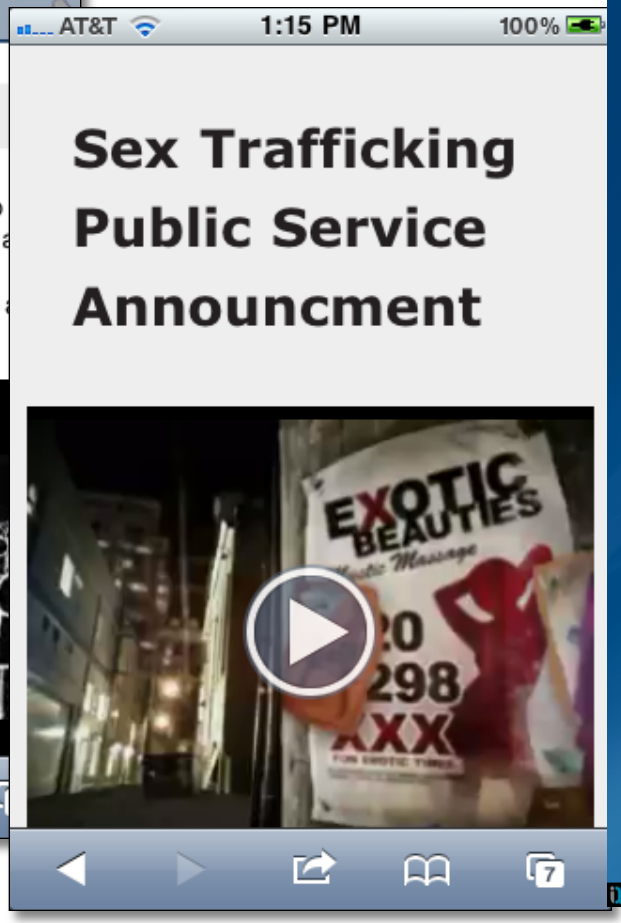


ADL LearnCast Trivantis Desire2Learn

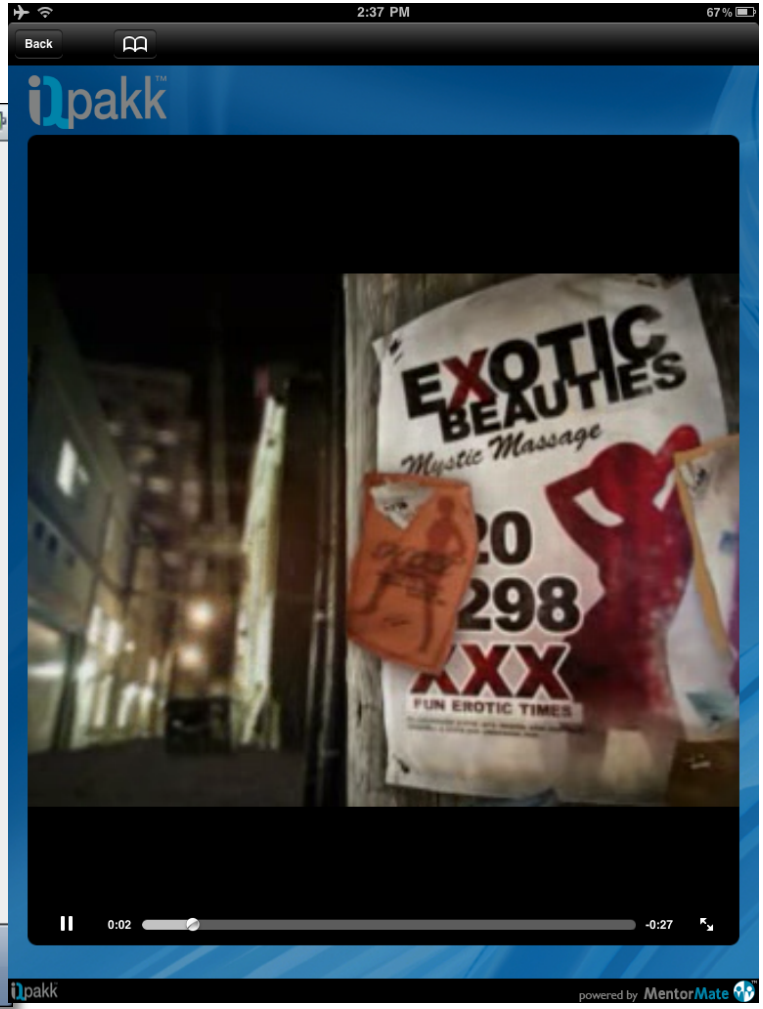
Video Solutions (cont.)



ReadyGo

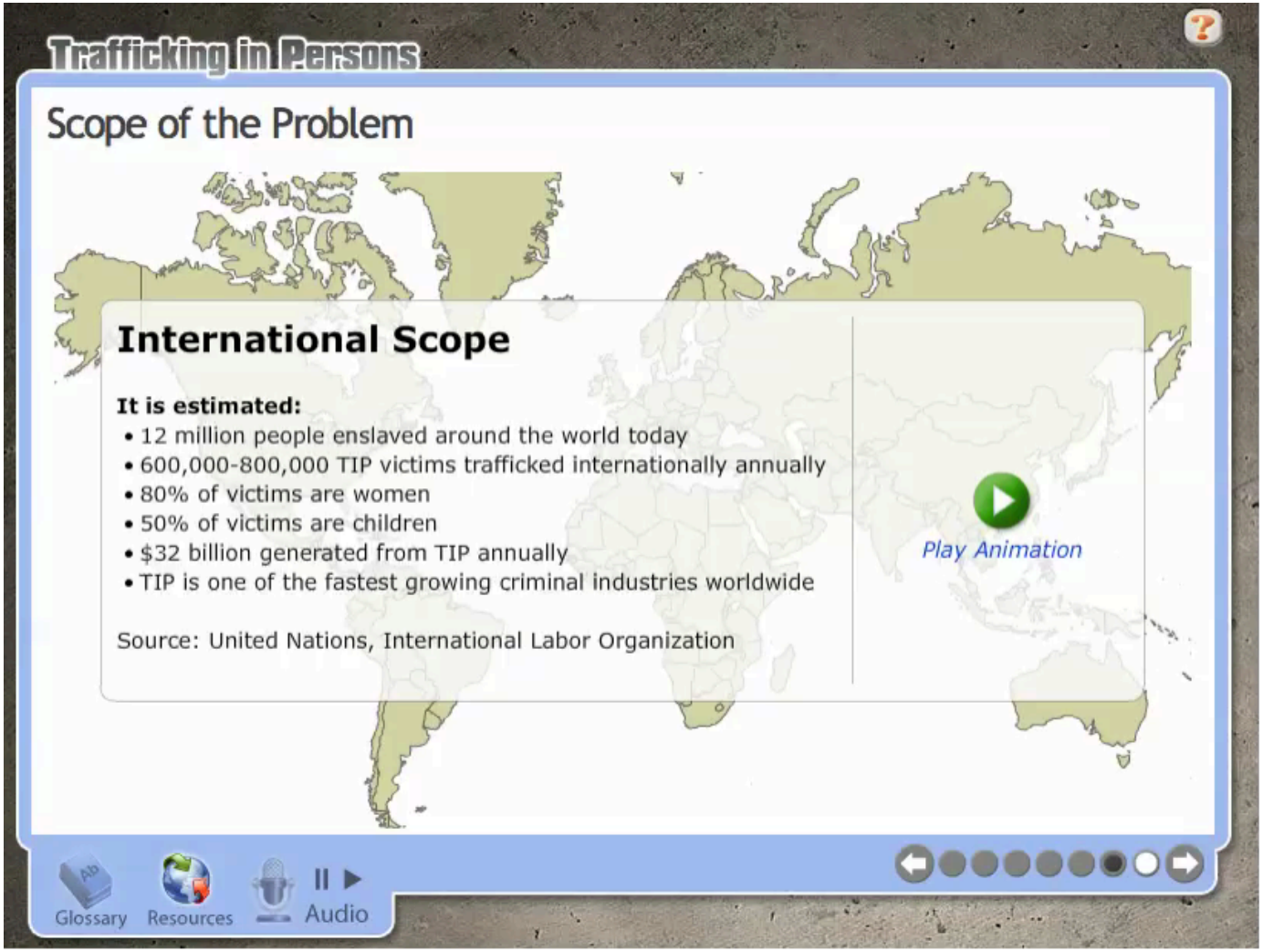


Rapid Intake



MentorMate

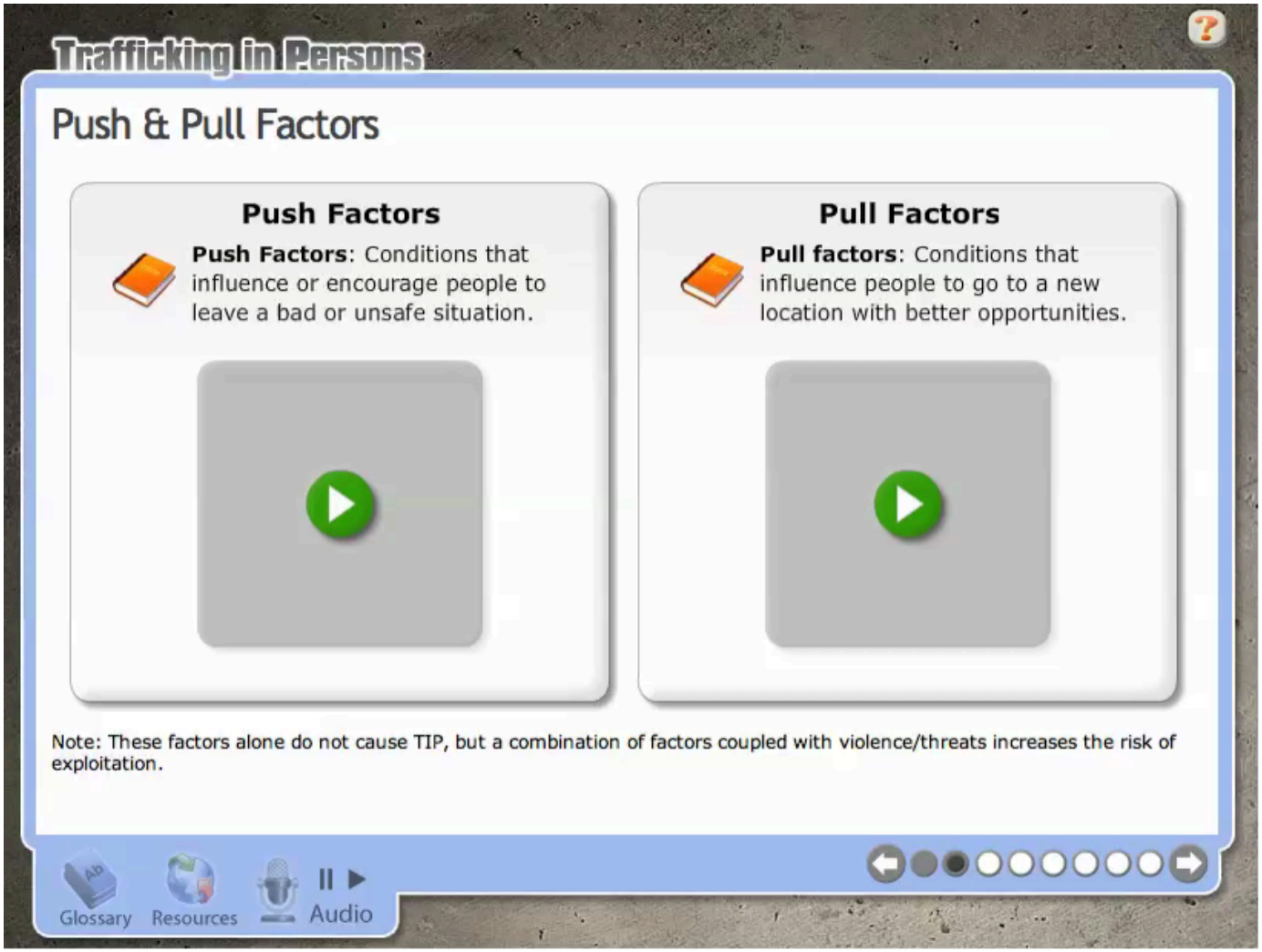
Animations


Trafficking in Persons
Scope of the Problem
International Scope
It is estimated:
• 12 million people enslaved around the world today
• 600,000-800,000 TIP victims trafficked internationally annually
• 80% of victims are women
• 50% of victims are children
• $32 billion generated from TIP annually
• TIP is one of the fastest growing criminal industries worldwide
Source: United Nations, International Labor Organization
Play Animation
Glossary
Resources
Audio

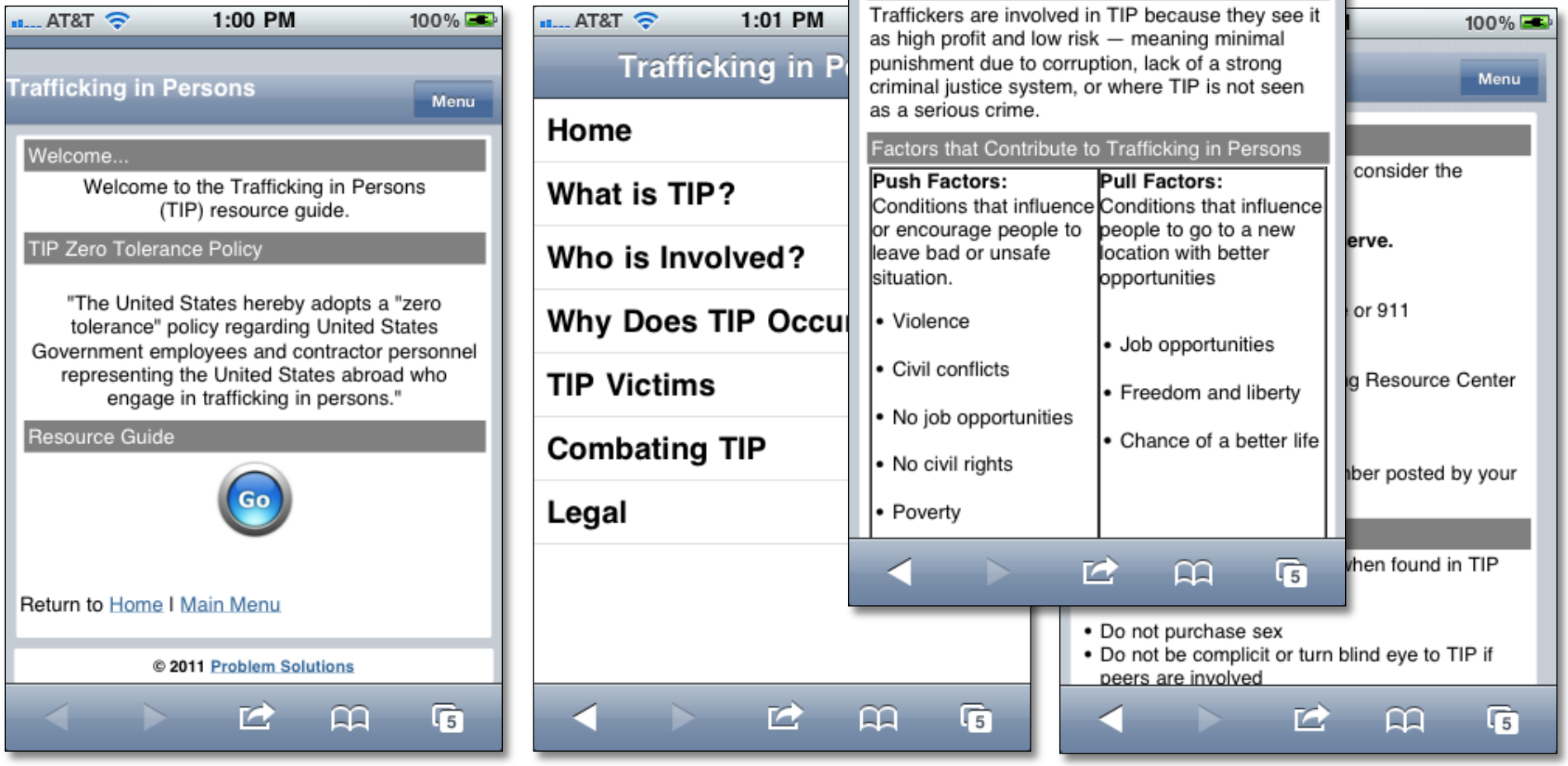
Animations (from Intro)

ADL

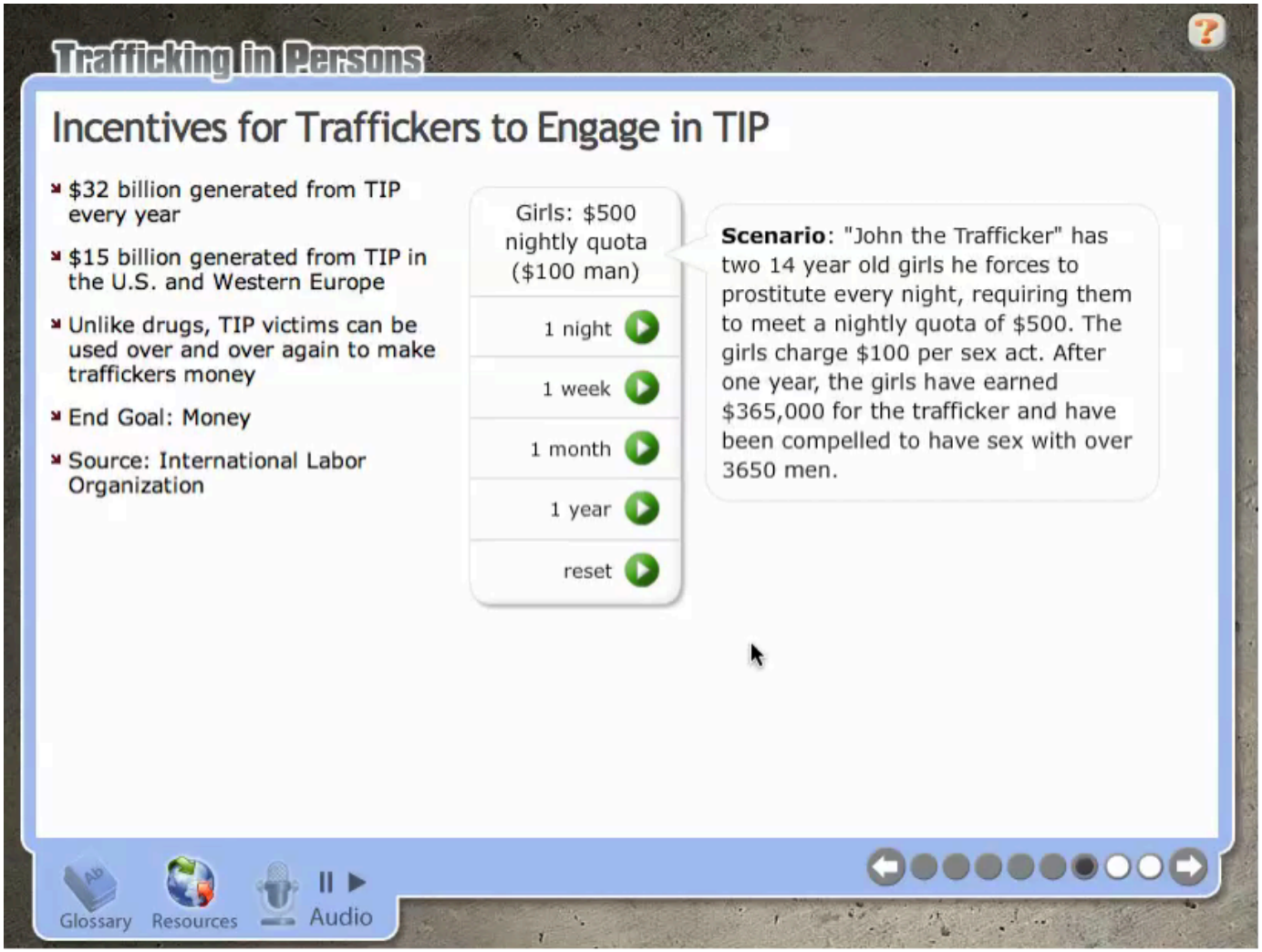
Additional Information



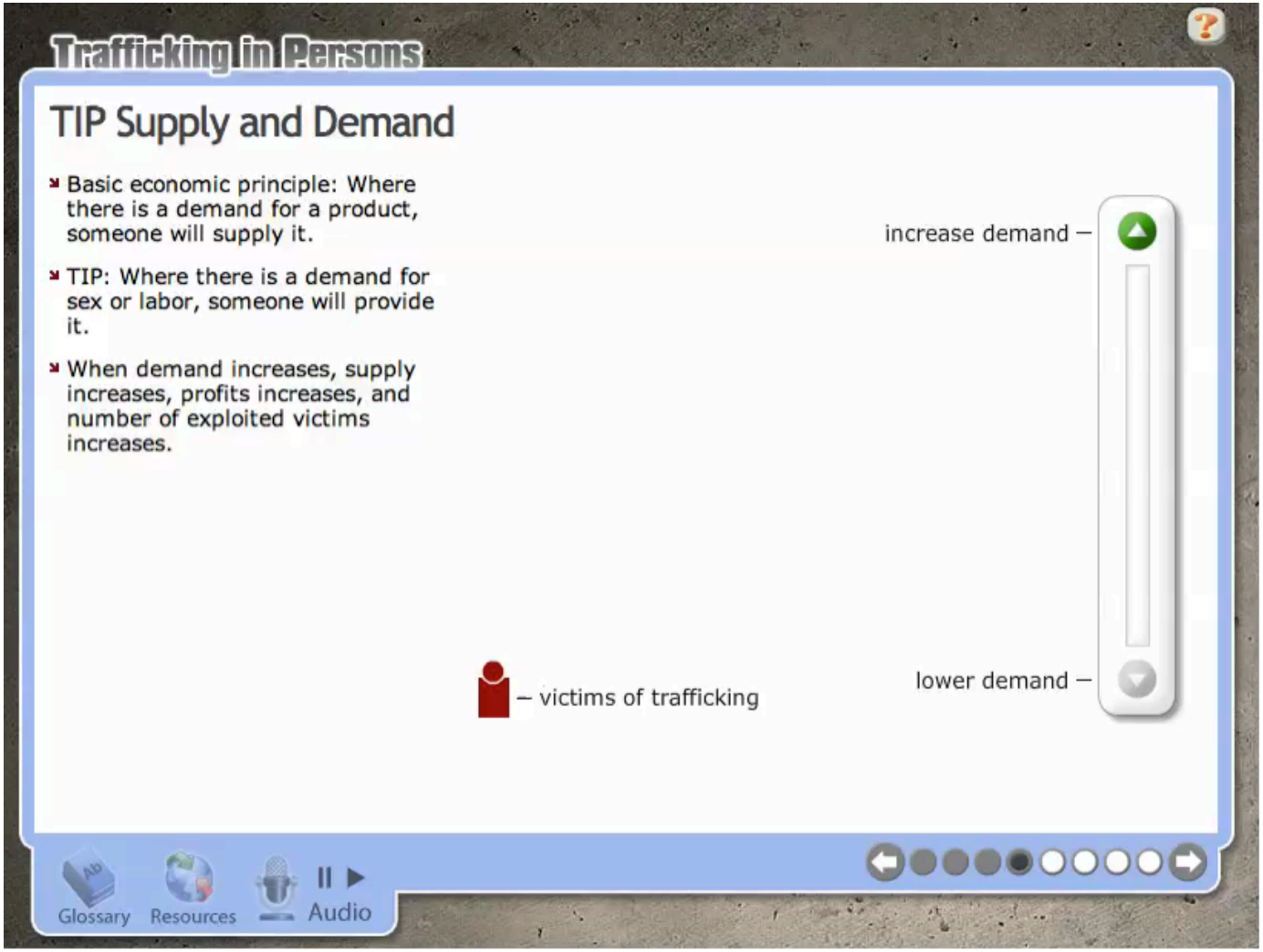
Problem Solutions



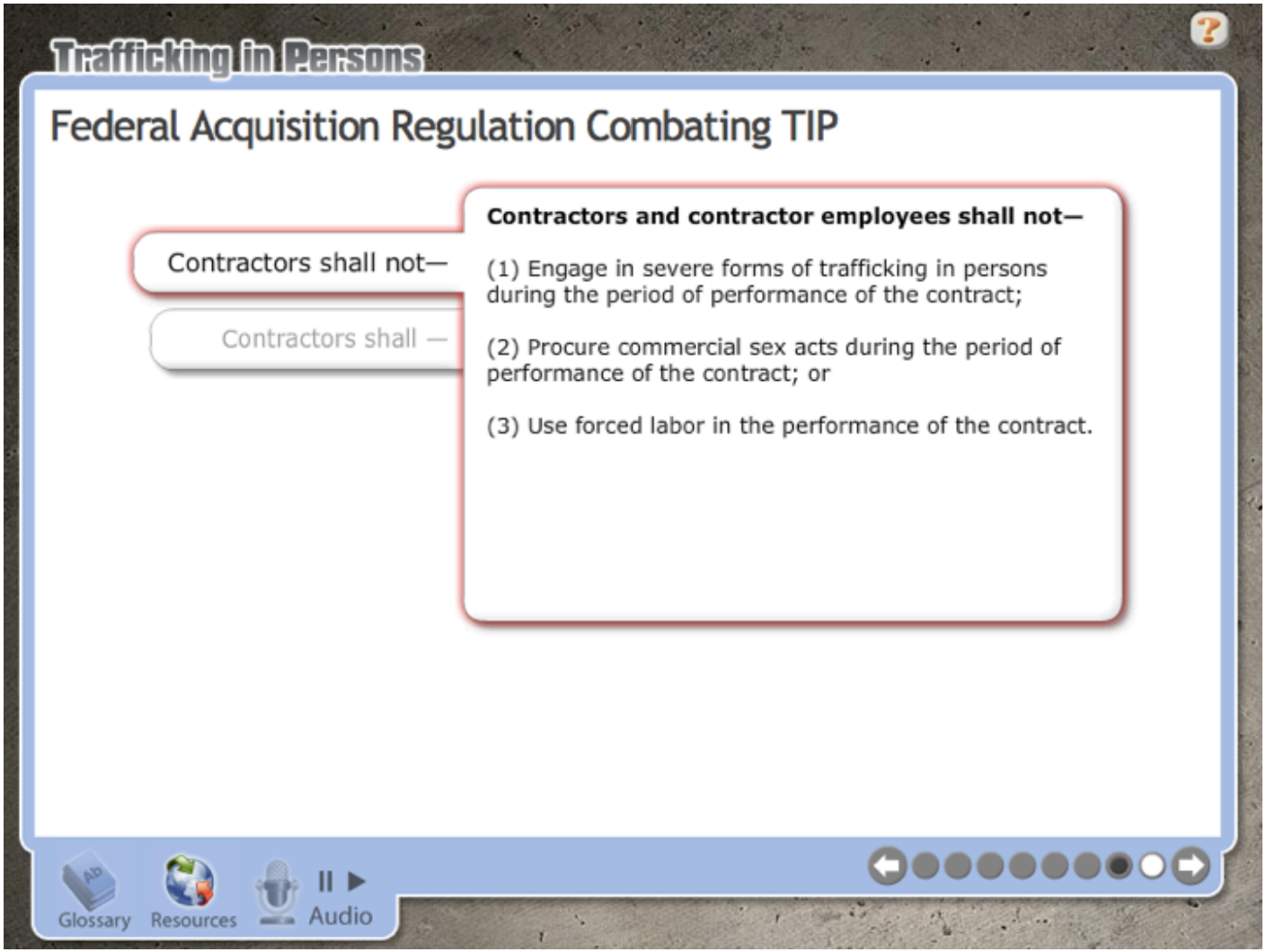
Builds


Trafficking in Persons
Incentives for Traffickers to Engage in TIP
$32 billion generated from TIP every year
$15 billion generated from TIP in the U.S. and Western Europe
Unlike drugs, TIP victims can be used over and over again to make traffickers money
End Goal: Money
Source: International Labor Organization
Girls: $500 nightly quota ($100 man)
1 night
1 week
1 month
1 year
reset
Scenario: "John the Trafficker" has two 14 year old girls he forces to prostitute every night, requiring them to meet a nightly quota of $500. The girls charge $100 per sex act. After one year, the girls have earned $365,000 for the trafficker and have been compelled to have sex with over 3650 men.
Glossary
Resources
Audio

Illustration



Other Interactions



Interactivity

AT&T 9:09 AM 100%

Incentives for Traffickers to Engage in TIP

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AT&T 9:08 AM 100%

Menu Module 3

Push & Pull Factors

Push Factors: Conditions that influence or encourage people to leave a bad or unsafe condition.

- Violence
- Civil conflicts
- No job opportunities
- No civil rights
- Poverty
- Corruption

Pull Factors: Conditions that influence people to go to a new location with better opportunities.

AT&T 9:08 AM 100%

Module 3

mlearn.adlnet.gov/tip/j… Google

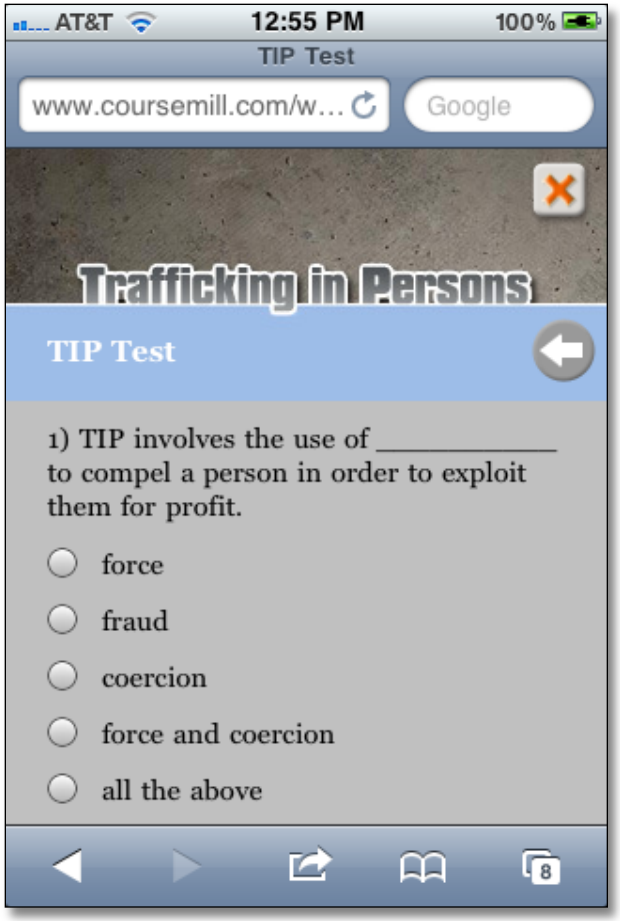
Menu Module 3

TIP Supply and Demand

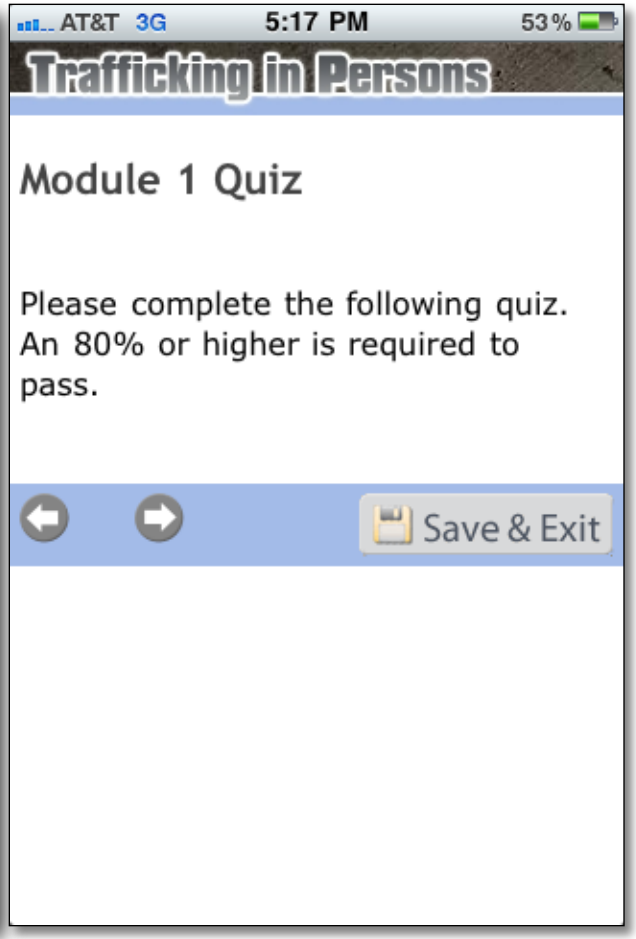
- Basic economic principle: Where there is a demand for a product, someone will supply it.

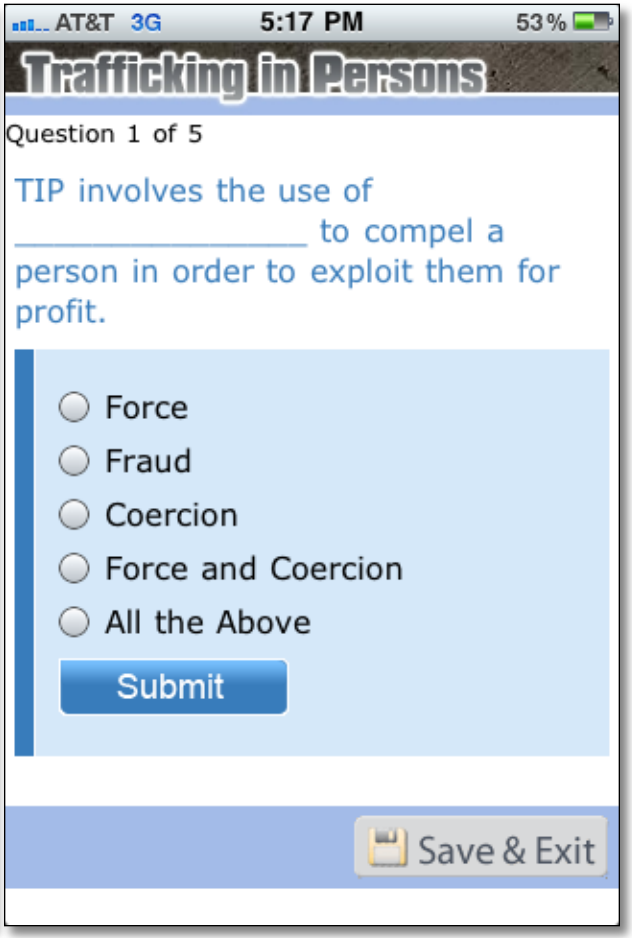
ADL

Trivantis Lectora



Intuition Rubicon

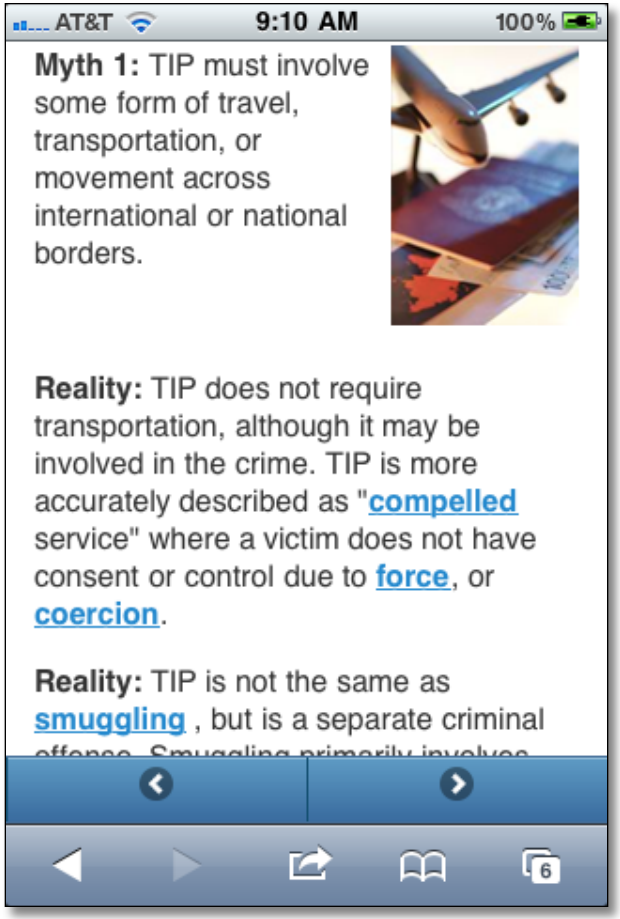


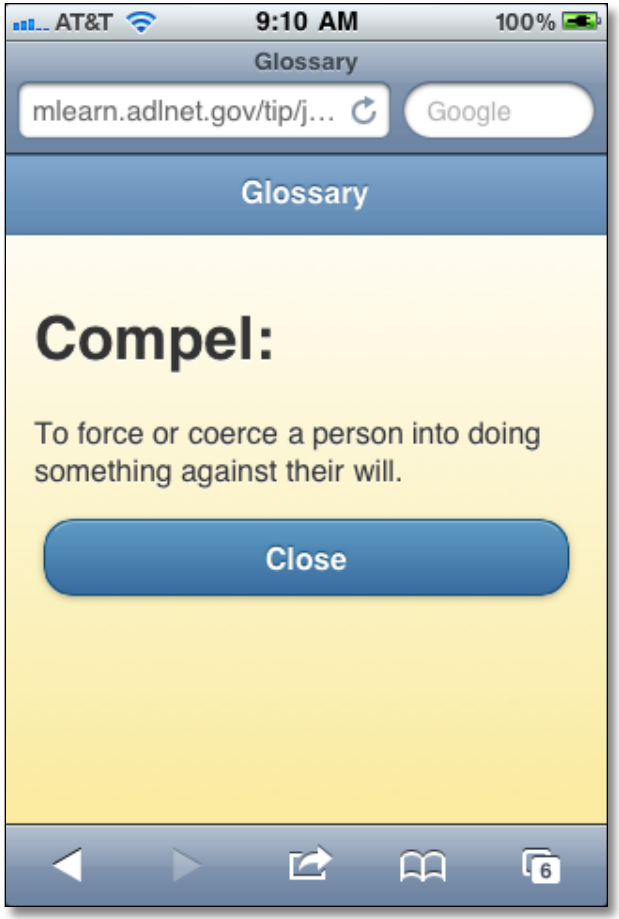


Other Features

- Glossary
- Resources
- Audio
- Help
- Quizzes

Glossary





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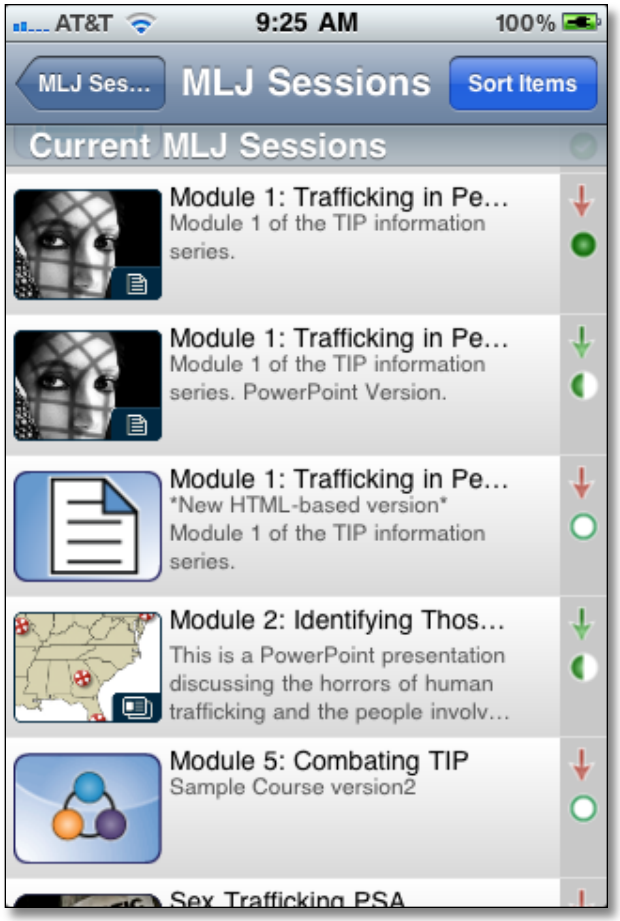
Other Features

LearnCast

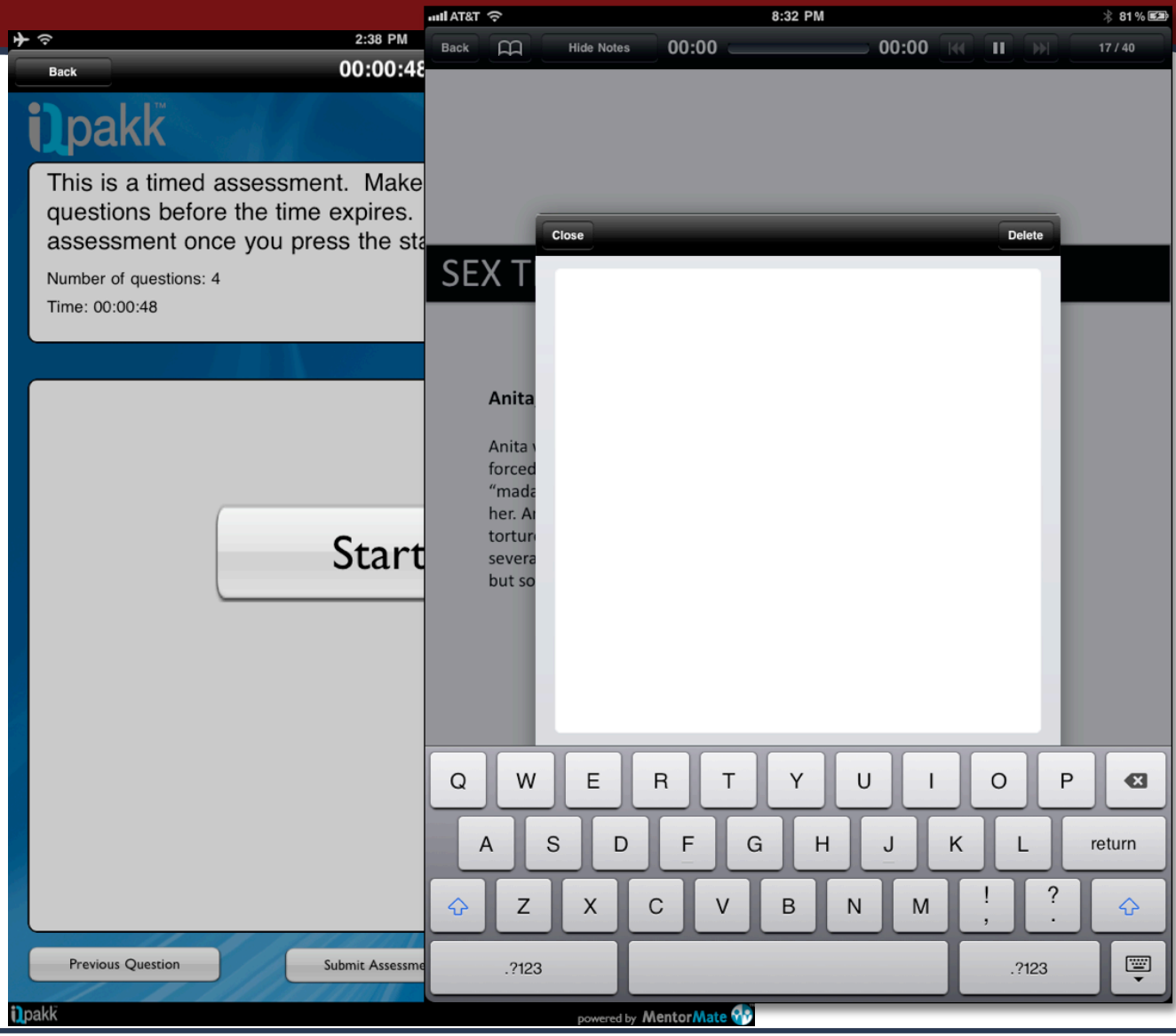
eXact mobile



OnPoint CellCast

MentorMate iQpakk

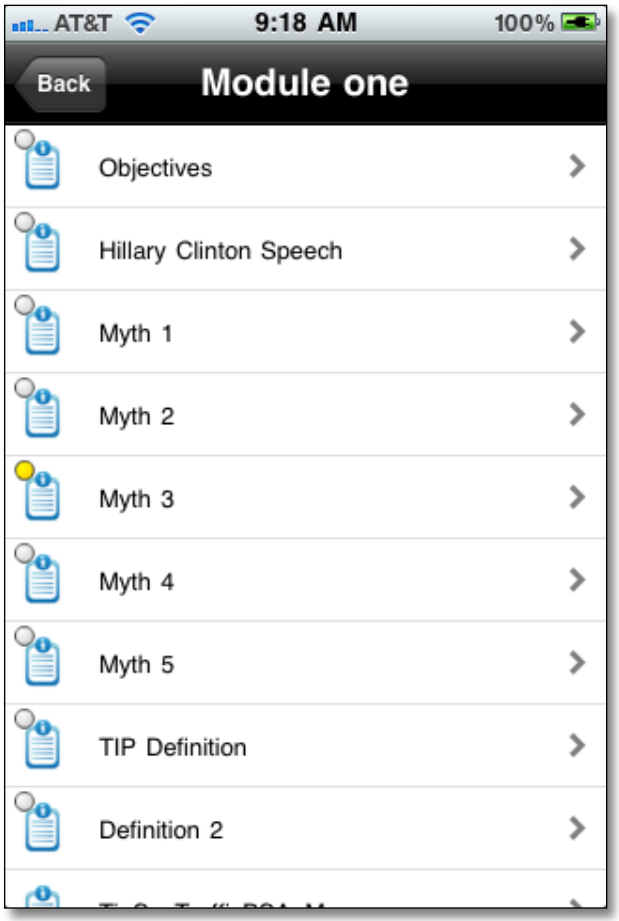
- Comments
- Assessment - timed
- iPad only
- Glossary
- Available later this month



Interface

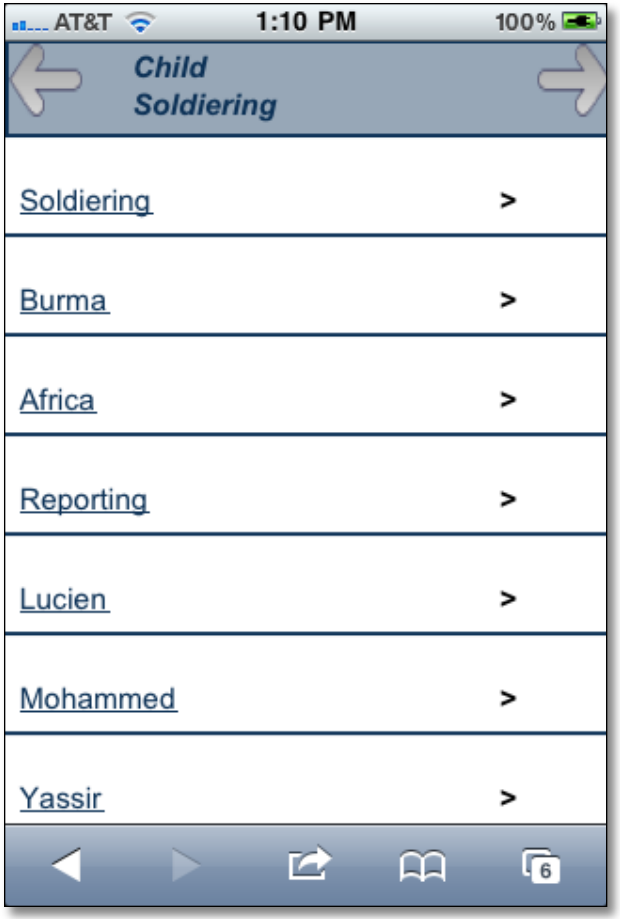
ADL LearnCast

Menu Options



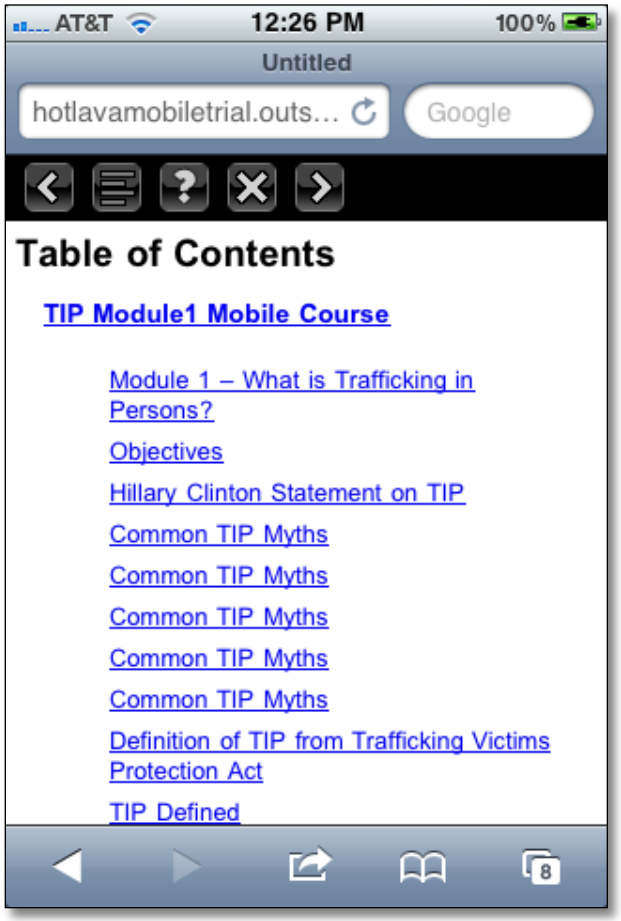
eXact mobile

OnPoint CellCast

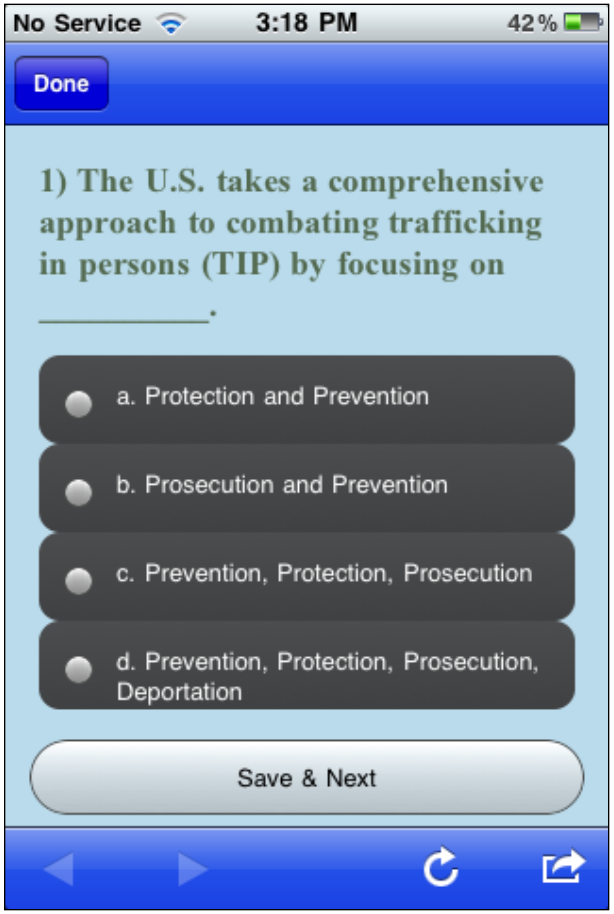


ReadyGo

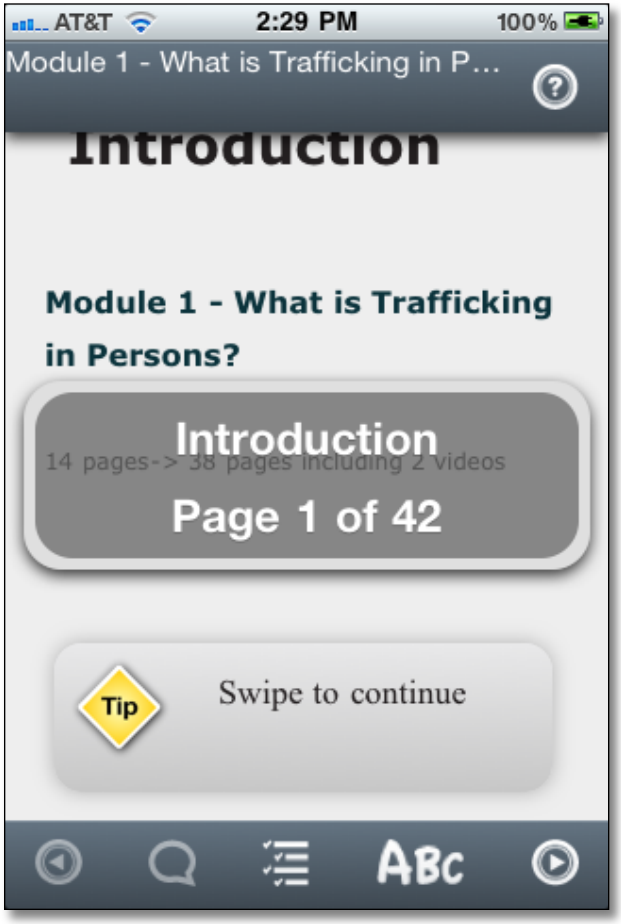
Other Options



OutStart



Trivantis



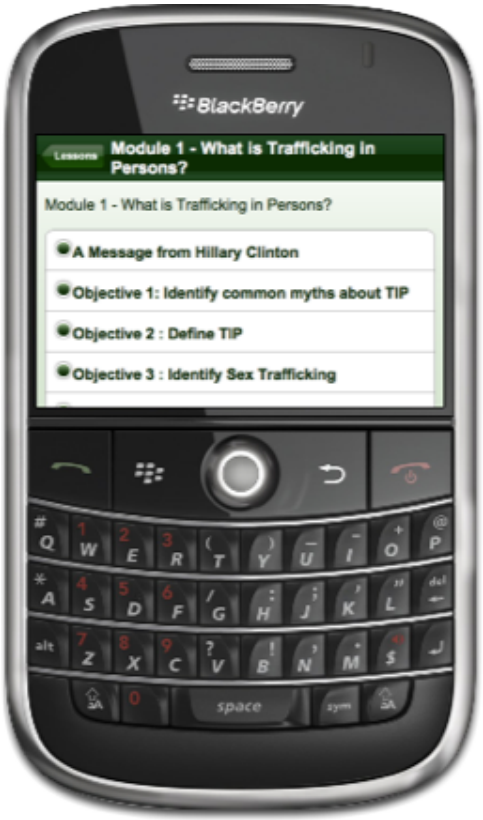
Rapid Intake

Achieve Labs Inc.

- Product: LearnCast
- Website: http://www.LearnCast.com
- Contact: David S. Clemons – david@AchieveLabs.com
- Access: http://www.learncast.com/mobi/sim.php?c=297&o=1
- Platforms: MS Windows 7 , Apple iOS BlackBerry RIM , Android OS, and Palm

Achieve Labs Inc.

- Received SMS push notification of module availability
- Created separate objectives for lesson
- Checked objective when completed
- Included quiz with results at end
- Added poll
- Completed conversion in less than one day
- Device Detection for 1,000+ devices to support various images sizes and video formats

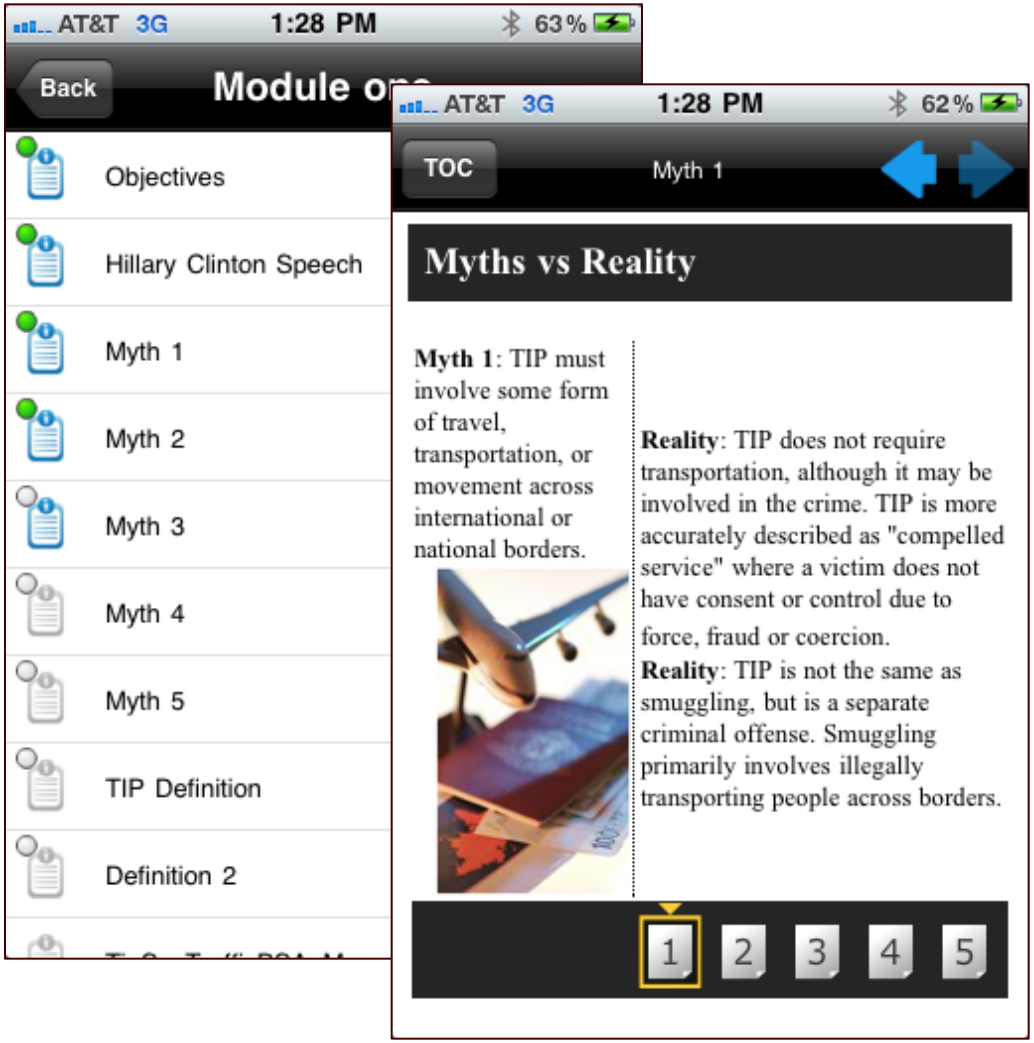


eXact learning solutions N.A. Inc.

- Product: eXact Mobile
- Website: www.exact-learning.com
- Contact: Alessio Artuffo, info@exactls.com
- Access: Contact company
- Platforms: Apps for iPhone, iPad, Android and Blackberry series

eXact learning solutions N.A. Inc.

- Two versions
  - SCORM 1.2 “lite sequencing”
  - Learner choice
- Plays from app
- GEO location
- Interface 3rd party LMS

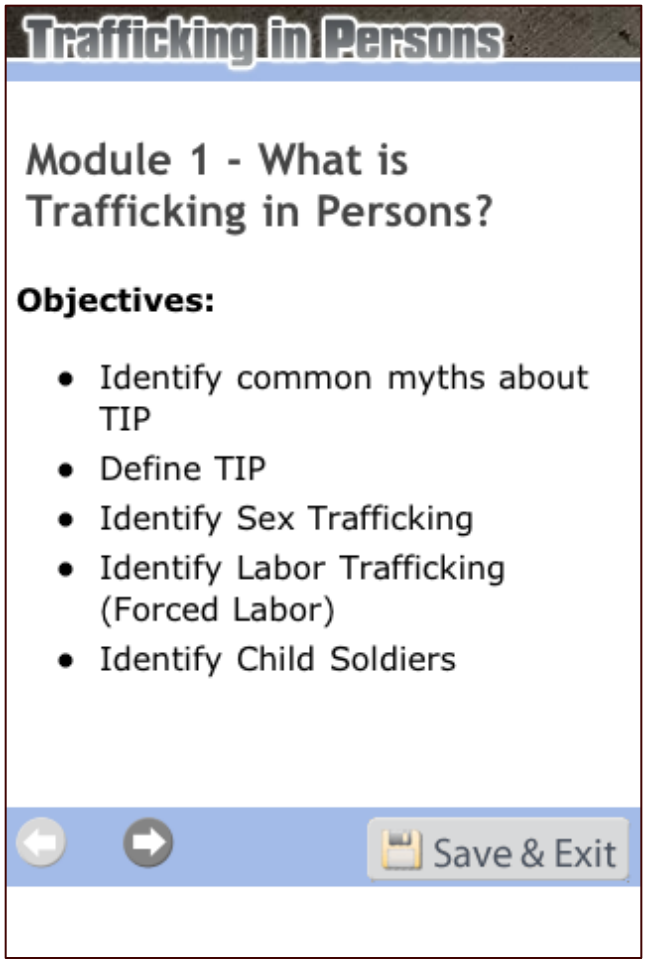


Intuition Publishing Inc.

- Product: Intuition Rubicon
- Website: http://www.intuition.com/mobile
- Contact: Grant Kreft – gkreft@intuition.com
- Access: Contact vendor (pushed to app)
- Platforms: BlackBerry, iOS (iPad/iPhone/ iPod Touch), Android, Windows Mobile/ Phone

Intuition Publishing Inc.

- Keeps look and feel of original
- Downloads and plays (followed by sync)
- Video integrated

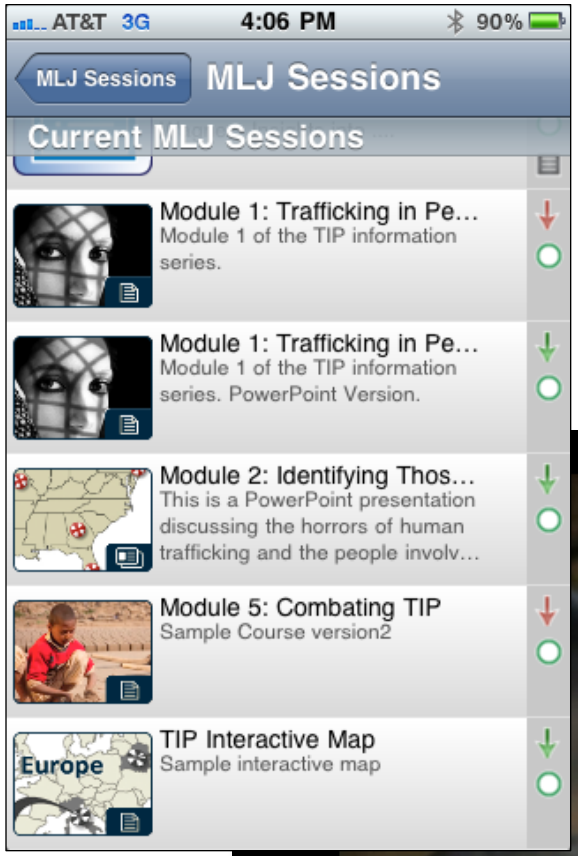


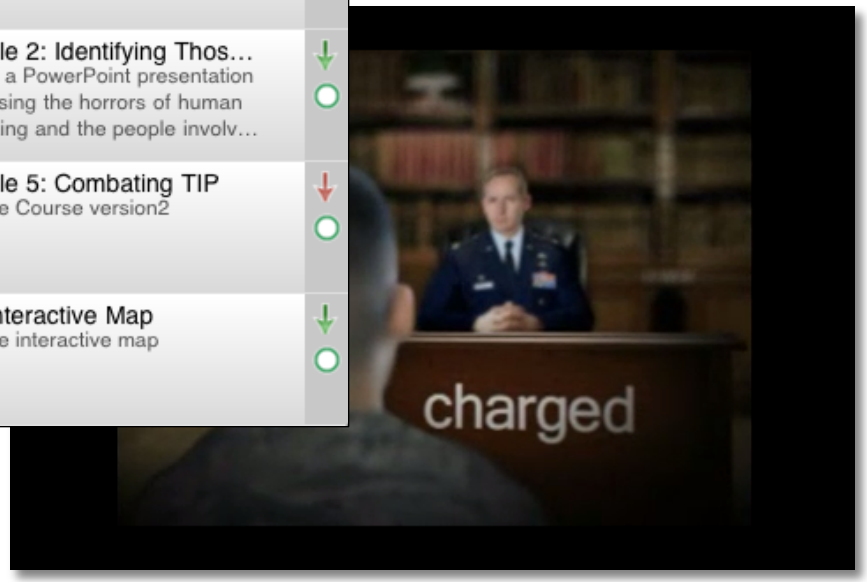
OnPoint Digital

- Product: CellCast Solution for Mobile Learning
- Website: http://www.mlearning.com
- Contact: Robert Gadd - rgadd@onpointlearning.com
- Access: Register at http://mlj.mlearning.com
- Platforms: Most popular smartphones including any Android devices, Apple iOS (iPhone, iPod Touch or iPad), media-capable BlackBerry, Windows Mobile 6.x, Windows Phone 7, any Symbian S/60 smartphone as well as Windows or Android-based PCs/netbooks/tablets

OnPoint Digital

- Device player
- Two versions
- Additional capability
- Tracks progress
- Video
- Push or pull





OnPoint Digital Slide Show

Exit

STATEMENT ON TIP

"It is modern slavery
spans the globe, pr
ruthless employers
endless supply of p
abuse for financial g

Human trafficking is a crime with many victims: not only those who are trafficked, but also the families they leave behind, some of whom never see their loved ones again."

-- Hillary Clinton,
U.S. Secretary of State

SEX TRAFFICKING

1 2 3 4 5

Men bid to buy the virginity of Nita, above left, age 14. She is from the Bedla caste in India, which encourages girls to be prostituted at the age of 13-14.

OutStart

- Product: Hot Lava Mobile
- Website: http://www.outstart.com/about-hot-lava-mobile.htm
- Contact: jwhitney@outstart.com
- Access: http://hotlavamobiletrial.outstart.com/ADL (demo/demo)
- Platforms: Browser today or viewer app for BlackBerry 4.2+, Apple iPad, Apple iPhone/ Touch, Android 2.2+

OutStart

- SCORM Support (e.g. Bookmarking, etc.)
- PowerPoint conversion
- Screen capture of original course images
- Assessment feedback
- No demonstration of video support
- Intuitive interface with course menu

Trivantis

- Product: Lectora and Lectora Online
- Website: http://www.trivantis.com
- Contact: Tanya Seidel - seidel@trivantisdev.com
- Access: http://dev.trivantis.com/tip
- Platforms: iPhone, Android

Trivantis

- Uses Dynamic HTML
- Closest to original course functionality
- Limited to smartphones only
- SCORM 1.2 Support
- Quick turnaround
- Requires authoring tool experience
- Provides assessment feedback

D2 TEAM-Sim

- Product: DIF: D2 Interactive Multimedia Instruction Framework
- Website: http://d2teamsim.com/
- Contact: jcimino@d2teamsim.com
- Access: Contact vendor for .apk
- Platforms: Android

D2 TEAM-Sim

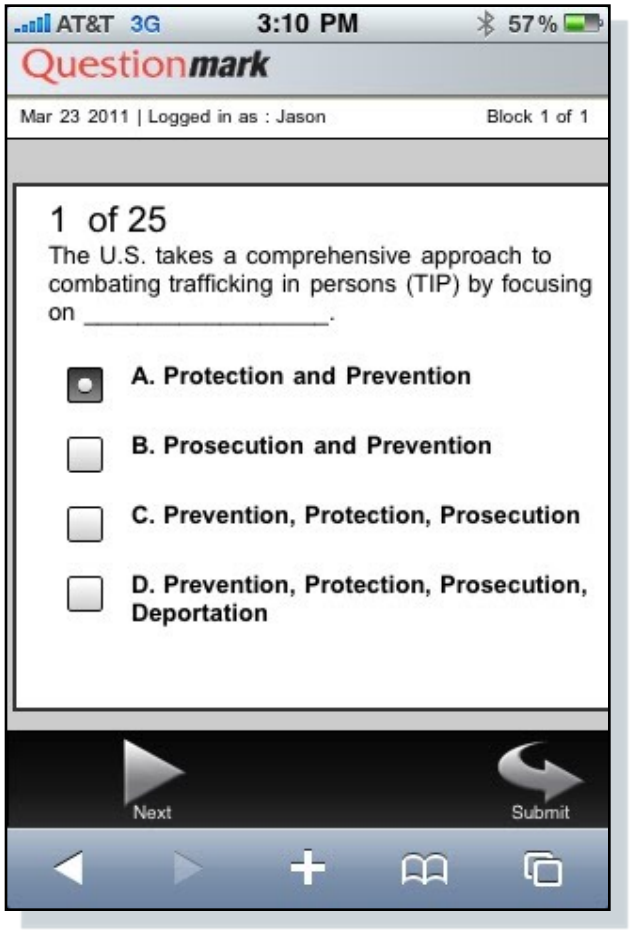
- Currently doesn't support SCORM
- Download .APK file and install to Android (only)
- Working on supporting an iPhone client version
- Recreated / modified original Flash course.
  - Changed navigation to move forward/back
  - Allows user to pinch zoom into interface.

Questionmark

- Product: Perception
- Website: http://questionmark.com
- Contact: jeff@questionmark.com
- Access: http://tinyurl.com/tipqm
- Platforms: BlackBerry, Apple iPhone, iPad, iPod Touch, Android

Questionmark

- Mobile Delivery of Quizzes, Surveys, and Tests
- Auto-sensing and auto-sizing
- Use in combination with .ePub?

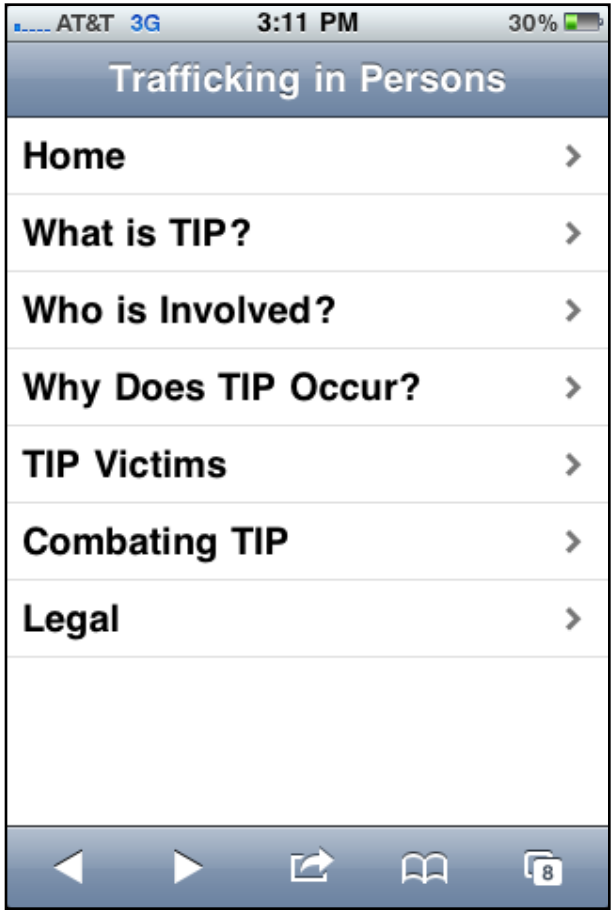


Problem Solutions

- Product: Custom mobile content management system (mCMS) built on the Microsoft® ASP.NET framework and SQL Server.
- Website: http://www.problemsolutions.net
- Contact: mike@problemsolutions.net
- Access: http://www.problemsolutions.net/tips
- Platforms: Browser access

Problem Solutions

- Mobile resource guide to help aid a learning course
- Uses a combination of master page manipulation and different CSS file to render the same base of content across different devices.

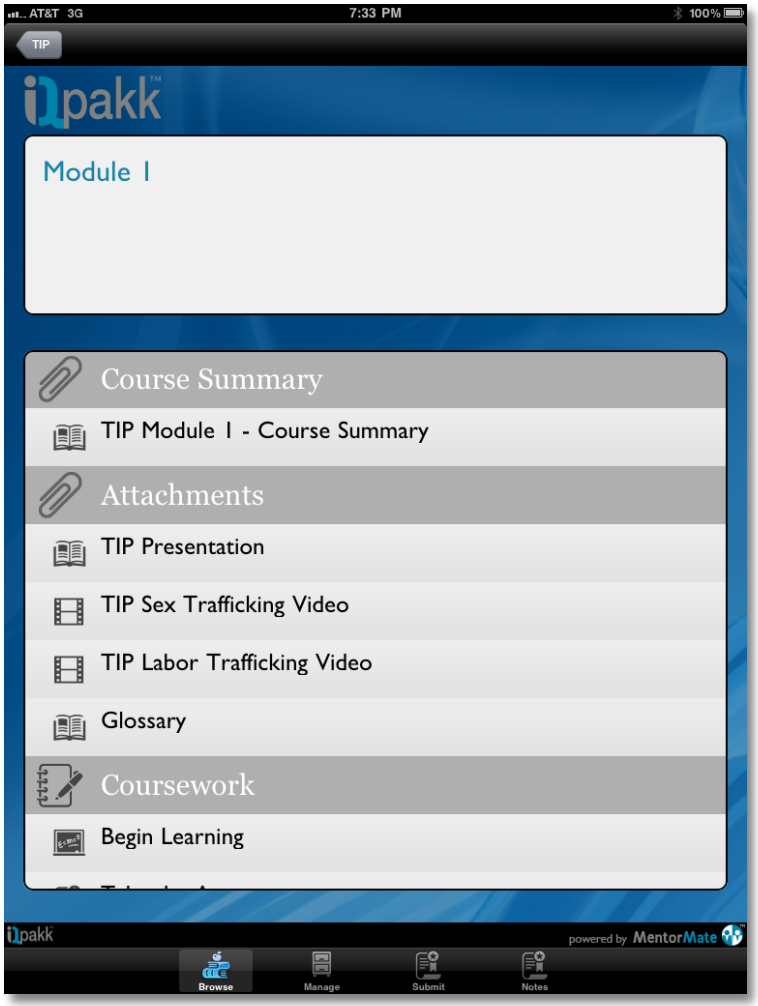


MentorMate iQpakk

- Product: iQpakk
- Website: http://iqpakk.com
- Contact: pete.freeberg@mentormate.com
- Access: http://demo.iqpakk.com (TIP/ Tip1234)
- Platforms: iPad only plus browser

MentorMate iQpakk

- Click and drag development functionality
- Offline disconnected mode
- Management and development system
- Allows for memo notes

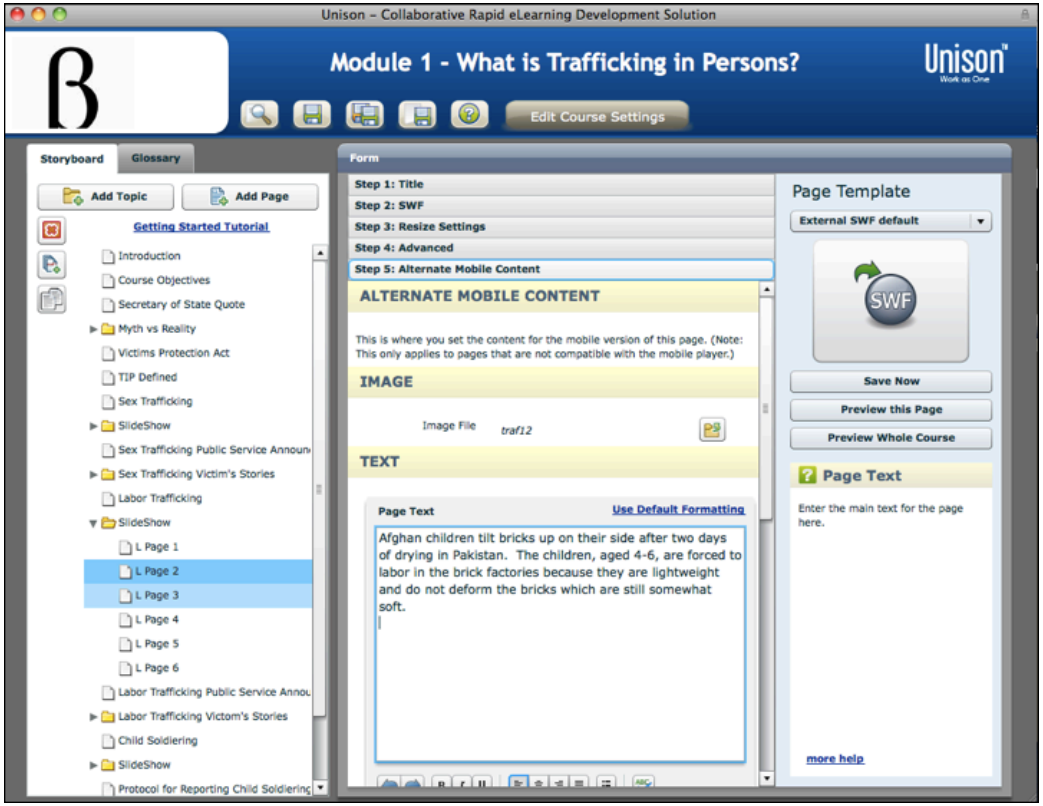


Rapid Intake

- Product: mLearning Studio
- Website: http://www.rapidintake.com
- Contact: Chris Marcum chrismarcum@rapidintake.com
- Access: https://beta.rapidintake.com/access/Publish/17782/index.html
- Platforms: Flash, Mobile, or Flash & Mobile (HTML5)

Rapid Intake

- New product
- Menu
- Glossary
- Comments
- Status
- 12 hour develop



ReadyGo

- Product: ReadyGo WCB
- Website: http://www.ReadyGo.com
- Contact: Chloe Peterson; chloe@readygo.com
- Access: http://www.readygoweb.com/trafficking/map.htm
- Platforms: Blackberry, Android/Chrome, iPhone/Safari, Minimo, HP, Samsung, Nokia Symbian/Opera, Windows Mobile, or Windows CE

ReadyGo

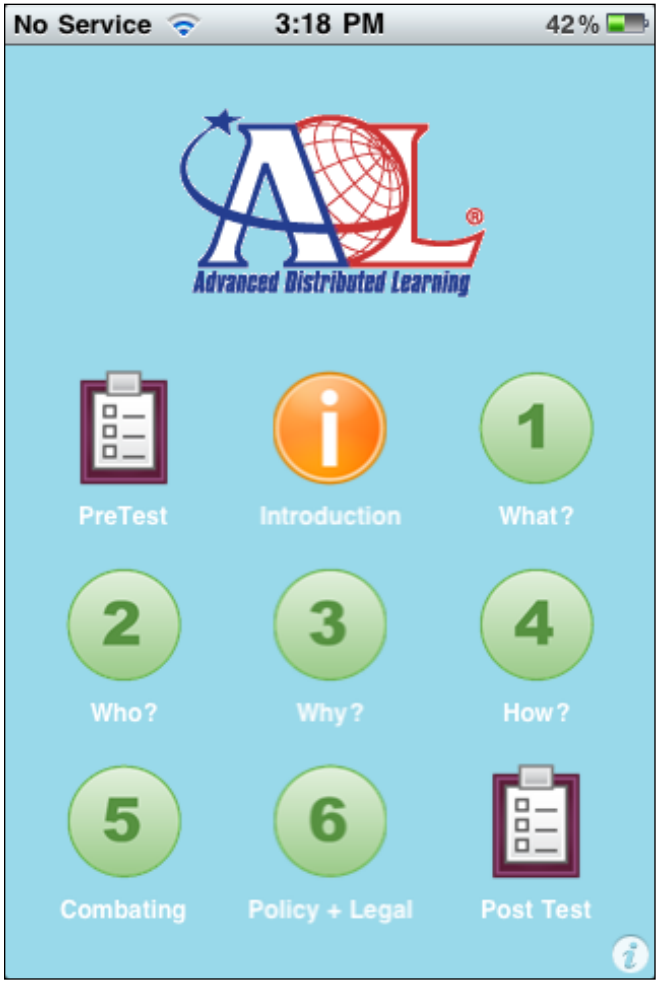
- Navigation arrows
- Home return at bottom
- Multi-level menus

Desire2Learn

- Product: Desire2Learn
- Website: http://www.desire2learn.com/mobile/highered/
- Contact: David Kris - dkruis@desire2learn.com
- Access: Native application (contact vendor)
- Platforms: Android, BlackBerry, iOS

Desire2Learn

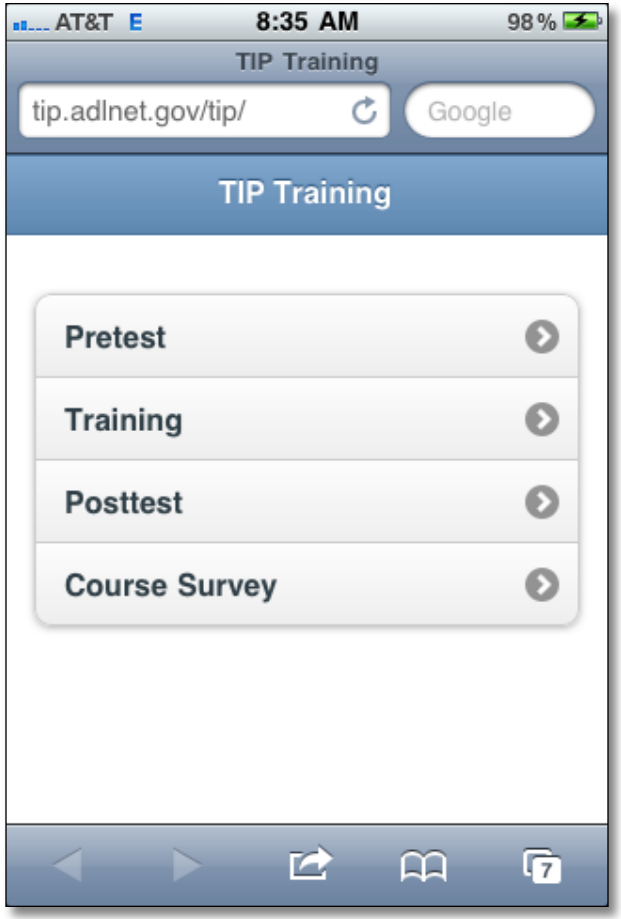
- Menu
- Navigation - next and previous plus done
- Quiz
- Native app
- About feedback

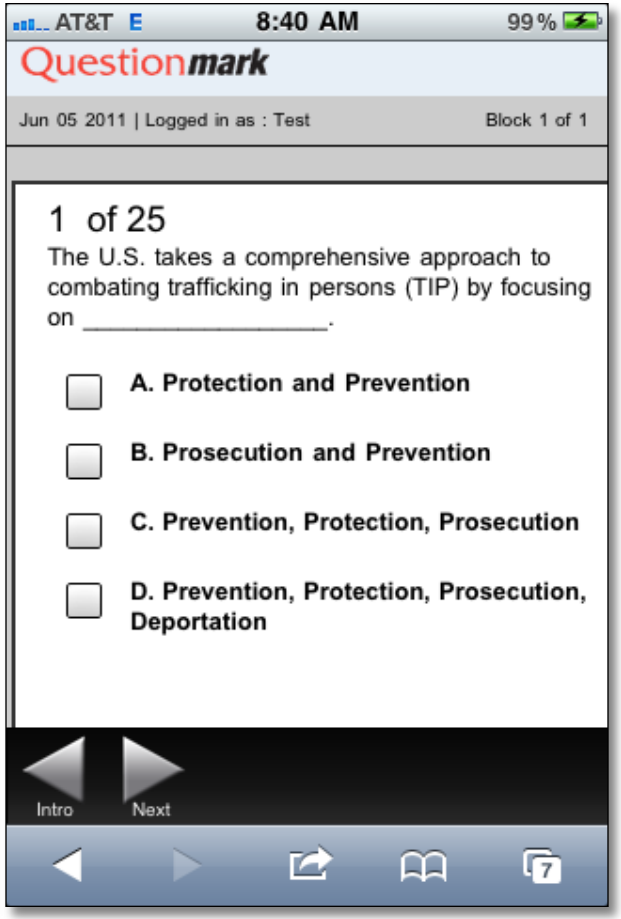


Results

- ✓ Phase I Analyze & Prototype
- ✓ Phase II Requirements & Refinement
  - Revise
  - Test
  - Package for iPhone and Android
- ✓ Phase III Field Testing & Evaluation
  - LMS integration
  - 2 weeks + Sheppard Air Force Base
- Phase IV Measurement & Reports

TIP Evaluation



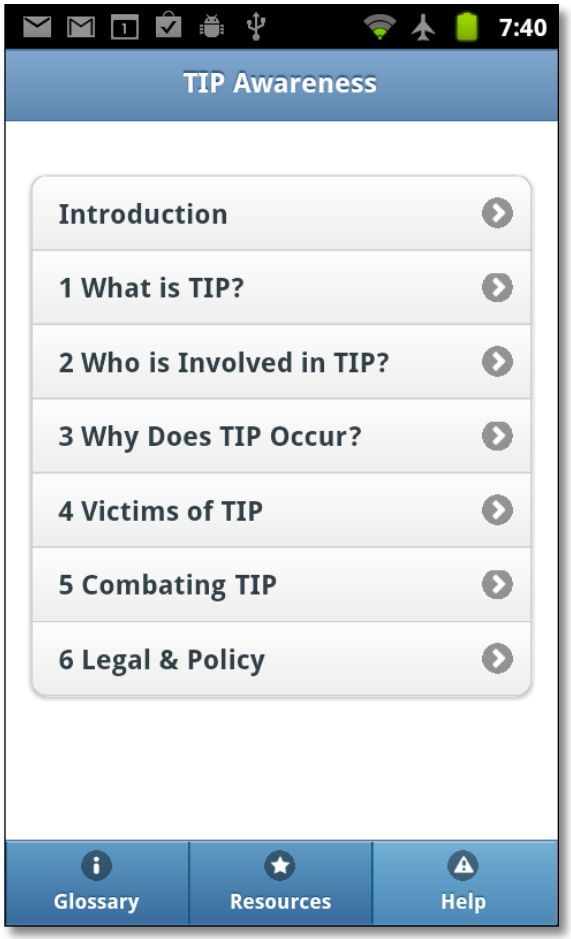


ADL

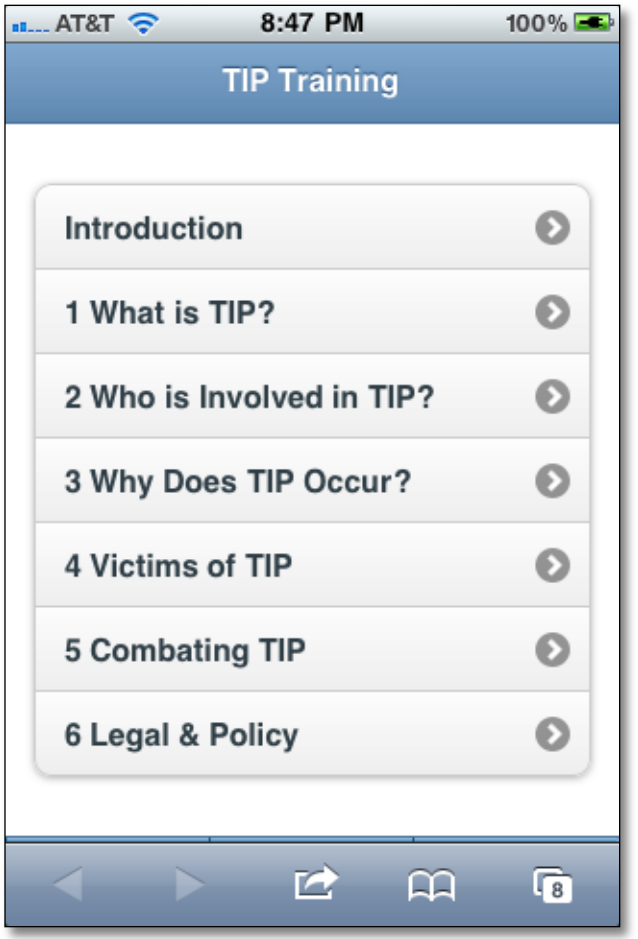
Questionmark

Three Versions

iPhone App

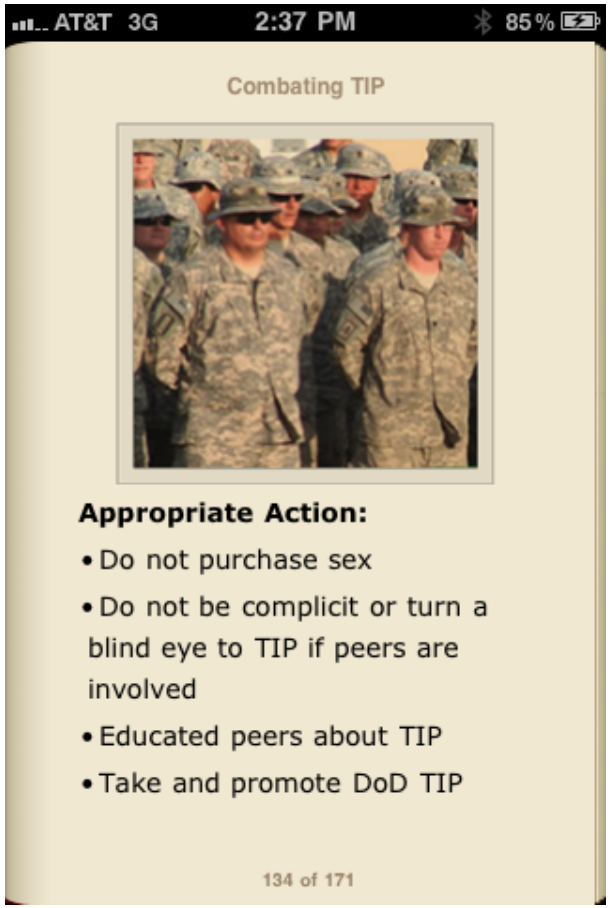


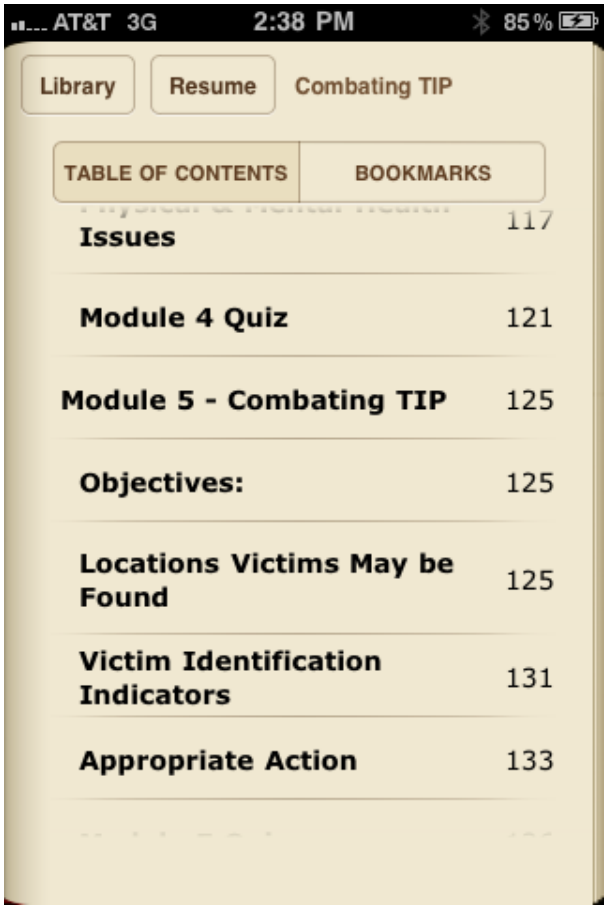
Android App



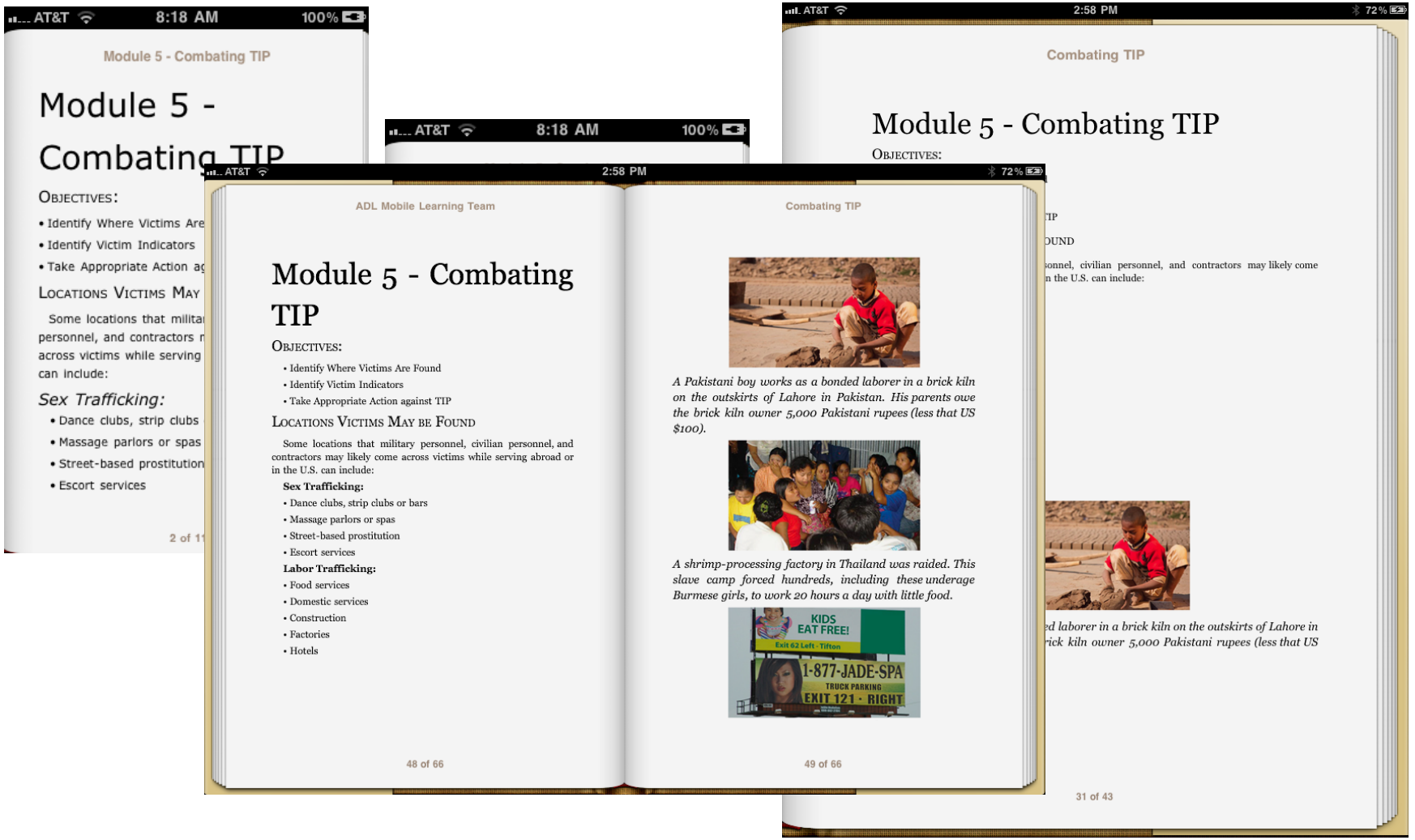
Browser

iPhone iBooks .epub





iBooks


AT&T 8:18 AM 100%
Module 5 - Combating TIP
Module 5 - Combating TIP
Objectives:
• Identify Where Victims Are
• Identify Victim Indicators
• Take Appropriate Action ag
Locations Victims May
Some locations that milita
personnel, and contractors
across victims while serving
can include:
Sex Trafficking:
• Dance clubs, strip clubs
• Massage parlors or spas
• Street-based prostitution
• Escort services
2 of 11
AT&T 8:18 AM 100%
AT&T 2:58 PM 72%
ADL Mobile Learning Team
Module 5 - Combating TIP
Objectives:
• Identify Where Victims Are Found
• Identify Victim Indicators
• Take Appropriate Action against TIP
Locations Victims May be Found
Some locations that military personnel, civilian personnel, and contractors may likely come across victims while serving abroad or in the U.S. can include:
Sex Trafficking:
• Dance clubs, strip clubs or bars
• Massage parlors or spas
• Street-based prostitution
• Escort services
Labor Trafficking:
• Food services
• Domestic services
• Construction
• Factories
• Hotels
48 of 66
Combating TIP
A Pakistani boy works as a bonded laborer in a brick kiln on the outskirts of Lahore in Pakistan. His parents owe the brick kiln owner 5,000 Pakistani rupees (less that US $100).
A shrimp-processing factory in Thailand was raided. This slave camp forced hundreds, including these underage Burmese girls, to work 20 hours a day with little food.
KIDS EAT FREE!
Exit 62 Left · Tifton
1-877-JADE-SPA
TRUCK PARKING
EXIT 121 · RIGHT
49 of 66
AT&T 2:58 PM 72%
Combating TIP
Module 5 - Combating TIP
Objectives:
TIP
OUND
onnel, civilian personnel, and contractors may likely come
n the U.S. can include:
d laborer in a brick kiln on the outskirts of Lahore in
rick kiln owner 5,000 Pakistani rupees (less that US
31 of 43

Firefox EPUBReader

- Why are Traffickers Involved in TIP?
- Understanding the Demand
- Module 3 Quiz
- Module 4 - How People become TIP Victims
  - Objectives:
  - Luring Victims into TIP
  - How Perpetrators Maintain Control over Victims
  - Physical & Mental Health Issues
  - Module 4 Quiz
- Module 5 - Combating TIP
  - Objectives:
  - Locations Victims May be Found
  - Victim Identification Indicators
  - Appropriate Action
  - Module 5 Quiz
- Module 6 - TIP Policy & Legal
  - Objectives:
  - Trafficking Victims Protection Act (TVPA) (2000)
  - Prosecuting Remedies and Tools Against the Exploitation of Children Today Act (PROTECT) (2003)
  - Federal Acquisition Regulation Combating TIP
  - Module 6 Quiz
- Resources

Module 5 - Combating TIP

OBJECTIVES:

- Identify Where Victims Are Found
- Identify Victim Indicators
- Take Appropriate Action against TIP

LOCATIONS VICTIMS MAY BE FOUND

Some locations that military personnel, civilian personnel, and contractors may likely come across victims while serving abroad or in the U.S. can include:

Sex Trafficking:

- Dance clubs, strip clubs or bars
- Massage parlors or spas
- Street-based prostitution
- Escort services

Labor Trafficking:

- Food services
- Domestic services
- Construction
- Factories
- Hotels

A Pakistani boy works as a bonded laborer in a brick kiln on the outskirts of Lahore in Pakistan. His parents owe the brick kiln owner 5,000 Pakistani rupees (less that US $100).

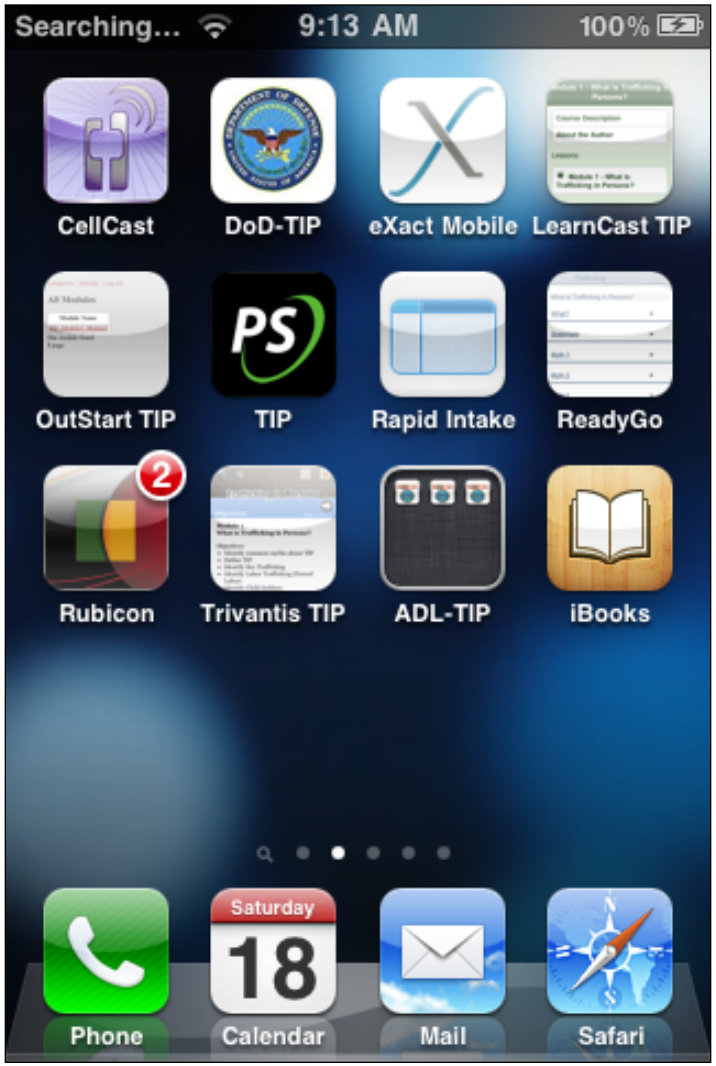
A shrimp-processing factory in Thailand was raided. This slave camp forced hundreds, including these underage Burmese girls, to work 20 hours a day with little food.

Billboards like this can be found around the U.S. advertising spas or massage parlors which often front as brothels where TIP victims may be found.

A brothel in Batam, Indonesia where women and girls are prostituted.

Examples Available

- Visit us to check out examples
  - iPhone
  - iPad
  - Android
  - Nokia
  - BlackBerry
  - Windows Phone



Questions / Discussion

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